



DREXEL UNIVERSITY

LeBow

College of Business

CATALOG

2025-2026

GRADUATE

DREXEL INSTITUTE



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LeBow College of Business

About the College

LeBow College of Business (<http://www.lebow.drexel.edu/>) is among just 25 percent of business schools nationwide accredited by the Association to Advance Collegiate Schools of Business (AACSB). Drexel LeBow offers a range of master's degrees, including master of science (MS) degrees, the Master of Business Administration (MBA) and the Executive Master of Business Administration (EMBA), as well as two doctoral degrees: the PhD in Business Administration and the Executive Doctorate in Business Administration (DBA). Additionally, the School of Economics (<http://catalog.drexel.edu/graduate/schoolofeconomics/>) offers master of science and doctoral degrees.

The MBA degree offers a variety of delivery formats, including face-to-face or online, part-time or full-time and at a satellite campus in Malvern, Pennsylvania. Additionally, the Drexel LeBow MBA offers customization and specialization in areas including business analytics, finance, marketing, strategic technology and innovation management, and more — a number of which are STEM-designated.

Prospective students interested in Drexel LeBow graduate programs are not required to have undergraduate degrees in business.

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About the Curriculum

Graduate programs at Drexel University's LeBow College of Business provide a high-quality, real-world-focused education that blends theory and practice. Students receive individualized attention to help them achieve short-term and long-term career goals.

The Drexel LeBow MBA enrolls approximately 900 students representing diverse backgrounds; the College's MBA students have come from more than 65 countries in Asia, Europe, South America and Canada.

Following in the mission of the University's founder, A.J. Drexel, to provide practical applications of learning, the Drexel LeBow faculty have backgrounds in corporate management and scholarly research — combining their strengths in teaching and research — as well as strong ties with the corporate community. Corporate and entrepreneurial leaders add to the full-time faculty by coming to campus as guest lecturers or as adjunct professors.

Centers and Facilities

This marriage of academic rigor and practical applications can also be seen in the development of the school's Centers of Excellence. Centers of Excellence are catalysts for research and innovation, think tanks for nationally significant trends and issues, and incubators for opportunities in business and integration among disciplines. LeBow's Centers of Excellence provide students with meaningful experiential learning and impact the performance of business in our region and around the world. As part of the curriculum Drexel LeBow MBA students will take courses which reside in the centers and will see firsthand how practical learning is applied.

The Centers are:

- Institute for Strategic Leadership (<http://www.lebow.drexel.edu/academics/centers/strategic-leadership/>)
- Center for Corporate Governance (<https://www.lebow.drexel.edu/academics/centers/corporate-governance/>)
- Dana and David Dornsife Office for Experiential Learning (<https://www.lebow.drexel.edu/academics/centers/experiential-learning/>)

Facilities

The 12-story, 177,500-square-foot home for LeBow College of Business is located at the heart of the Drexel University campus, at the intersection of Woodland Walk and Market Street, where it forms a gateway to Drexel and a backdrop to the historic statue of A. J. Drexel (Moses Ezekiel, 1904). The diagonal massing of the lower floors follows Woodland Walk and combines with the new Papadakis Integrated Sciences Building (Diamond & Schmitt, 2011) to energize the University's central quadrangle. The building's tower will mark the LeBow College and Drexel campus from all directions while the open, glassy Market Street façade will showcase the College's student activities to passersby.

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by classrooms, student lounges, events spaces, and offices. The atrium is immediately accessible from main entrances at the three corners of the building. An open stair within the atrium leads to a 300-seat auditorium and 100-seat lecture hall one floor below and to a divisible multipurpose room and additional classrooms above. The building's upper floors contain faculty offices interspersed with seminar rooms and group study rooms. The top floor houses the Dean's suite and a boardroom and conference suite that opens to east- and west-facing terraces.

The building's warm masonry and glass exterior reflects the emerging vocabulary of the next generation of Drexel buildings. Sophisticated solar shading devices allow maximum transparency between the inside and outside while supporting the building's high environmental aspirations.

Key Building Features

- Five-story atrium
- Finance trading lab with Bloomberg Terminal Room
- 300-seat auditorium
- 160-seat event space
- 100-seat lecture hall
- 45-seat seminar rooms
- 44-seat computer classrooms
- 60-seat classrooms
- Executive MBA (<https://www.lebow.drexel.edu/academics/programs/mba/executive-mba/>) classroom

- 24-seat classrooms
- Special areas for experiential learning simulations and business consulting
- Videoconferencing capabilities
- Integrated teaching technology in all classrooms
- Recording studio to support LeBow College's online programs
- Extensive areas for students to gather socially and for collaborative study, including student collaboration rooms (<https://www.lebow.drexel.edu/about/campuses/philadelphia/gerri-c-lebow-hall/collaboration-rooms/>), two quiet study areas, and 3,500 square feet of student social space
- EMBA Alumni Lounge for the exclusive use of EMBA alumni
- Behavioral Studies Lab
- Starbucks
- Green Globe certifiable, meeting worldwide sustainability standards

Gerri C. LeBow Hall brings together faculty, students, and staff in a state-of-the-art building on the University City campus. Please visit the LeBow College of Business webpage (<https://www.lebow.drexel.edu/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), and the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>) to learn more about Gerri C. LeBow Hall.

Accounting Analytics MBA

Major: Accounting Analytics

Degree Awarded: Master of Business Administration (MBA)

Calendar Type: Quarter

Minimum Required Credits: 48.0

Classification of Instructional Programs (CIP) code: 52.1399

Standard Occupational Classification (SOC) code: 11-1021

About the Program

The MBA with a STEM-designated concentration in accounting analytics can help you advance your career and develop a deeper understanding of the daily challenges accounting and finance professionals face in today's business world. The program's specialized training and flexible curriculum enable you to pursue advanced career opportunities and tackle greater difficulties in the workplace.

The recommended plan of study for Drexel LeBow's MBA degree with a concentration in accounting analytics prepares graduate students to combine the language of business with business intelligence and analytics tools to make insightful, strategic business decisions. Whether you are looking to start or advance a career in accounting and finance, LeBow's accounting analytics concentration will equip you with skills in financial statement analysis, performance management, financial planning and data-driven decision-making.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements web page (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application.

Degree Requirements

Required Courses

ACCT 510	Essentials of Financial Reporting	3.0
BLAW 510	Analyzing Legal Options in Decision-Making	3.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 529	Strategic Management	3.0
MKTG 601	Marketing Strategy & Planning	3.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
POM 601	Operations and Supply Chain Management	3.0
BUSN 610	Strategic Career Management & Professional Development	3.0
or BUSN 611	Strategic Career Advancement for Professionals	

Experiential Requirement

Select one course from the following:	3.0
BUSN 615	Graduate Internship
INDS T680	Special Topics in Interdisciplinary Business
INTB 790	International Business Seminar and Residency
MGMT 690	Change Management Experiential Capstone
MGMT 715	Business Consulting

MGMT 770	MBA Capstone
MKTG 627	Digital Marketing
MIS 652	Business Agility and IT
MIS 653	Design Thinking for Digital Innovations
ORGB 620	Leading Virtual Teams
ORGB 640	Negotiations for Leaders
SMT 621	Leadership in Sport Management
TAX 715	Tax Experiential Learning
Accounting Analytics Major Requirements	
Select three courses from the following:	9.0
ACCT 655	Data Analytics & Technology in Accounting
ACCT 665	Financial Statement Analysis
ACCT 635	Strategy & the Master Budgeting Process
TAX 660	Tax and Business Strategy
Free Electives	6.0
Total Credits	48.0

Sample Plan of Study

18-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 MGMT 529	3.0
BSAN 601	3.0 FIN 601	3.0 Accounting Analytics Major Elective	3.0 Experiential Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0		
ORGB 511	3.0 POM 601	3.0		
	12	12	6	6
Second Year				
Fall	Credits Winter	Credits		
Accounting Analytics Major Elective	3.0 Accounting Analytics Major Elective	3.0		
Elective	3.0 Elective	3.0		
	6	6		
Total Credits 48				

15-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 Experiential Elective	3.0
BSAN 601	3.0 FIN 601	3.0 MGMT 529	3.0 Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0 Accounting Analytics Major ElectiveS	6.0	
ORGB 511	3.0 POM 601	3.0		
	12	12	12	6
Second Year				
Fall	Credits			
Accounting Analytics Major Elective	3.0			
Elective	3.0			
	6			
Total Credits 48				

12-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 Experiential Elective	3.0
BSAN 601	3.0 FIN 601	3.0 MGMT 529	3.0 Accounting Analytics Major Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0 Accounting Analytics Major ElectiveS	6.0 Elective	6.0
ORGB 511	3.0 POM 601	3.0		
	12	12	12	12
Total Credits 48				

24 Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 BSAN 601	3.0 MGMT 529	3.0
ORGB 511	3.0 FIN 601	3.0 MKTG 601	3.0 Elective	3.0
	6	6	6	6
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 610 or 611	3.0 POM 601	3.0 ECON 601	3.0 Experiential Elective	3.0
Accounting Analytics Major Elective	3.0 Accounting Analytics Major Elective	3.0 Accounting Analytics Major Elective	3.0 Electives	3.0
	6	6	6	6
Total Credits 48				

Accounting MSA

Major: Accounting

Degree Awarded: Master of Science (MS)

Calendar Type: Quarter

Minimum Required Credits: 45.0

Classification of Instructional Programs (CIP) code: 30.7104

Standard Occupational Classification (SOC) code: 11-3031

About the Program

The Master of Science in Accounting is a market-driven degree designed to prepare students to become leaders in the field. The program deepens students' understanding of accounting concepts, sharpens business acumen, and provides the analytical and communication skills needed to become a successful accounting professional. The Master of Science in Accounting degree prepares students for the CPA Exam and beyond. The program combines theory with practice, encouraging Master of Science in Accounting students to become well-connected to the dynamic accounting industry and share their expertise with the community through programs such as VITA (Volunteer Income Tax Assistance).

The selective, 45.0-credit Master of Science in Accounting is a full-time program delivered on campus and is designed for students who hold a bachelor's degree in the area of accounting from an AACSB-accredited (or equivalent) institution. Applicants must have earned a minimum grade of 3.0 on a 4-point scale in their junior- and senior-level accounting classes and an overall GPA of 3.0 (B) or above.

Prerequisite Requirements

- ACCT 321 *Financial Reporting I* 4.0
- ACCT 322 *Financial Reporting II* 4.0
- ACCT 323 *Financial Reporting III* 4.0
- ACCT 331 *Cost Accounting* 4.0
- ACCT 341 *Principles of Auditing* 4.0
- TAX 341 *Federal Income Taxes* 4.0
- BLAW 201 *Business Law I* 4.0
- ECON 201 *Principles of Microeconomics* 4.0
- ECON 202 *Principles of Macroeconomics* 4.0
- FIN 301 *Introduction to Finance* 4.0
- MIS 200 *Management Information Systems* 4.0
- STAT 201 *Introduction to Business Statistics* 4.0
- STAT 202 *Business Statistics II* 4.0

Students with undergraduate degrees in accounting from non-U.S. schools are eligible for admission to the program. These students will be responsible for assessing whether their academic backgrounds make them eligible to sit for the CPA Exam.

Students with undergraduate degrees in areas outside of accounting can be considered for admission to the program only after they acquire the prerequisite undergraduate accounting and business courses. These students should contact LeBow Graduate Student Services to determine what courses are needed to gain admission to the Master of Science in Accounting program.

Accounting Licensure

Students enrolling in the Master of Science in Accounting degree may be interested in becoming a Certified Public Accountant (CPA) or Certified Management Accountant (CMA).

There are three broad elements required to become a licensed CPA — educational requirements; prerequisite requirements, including work experience; and the CPA Exam. Each state/jurisdiction has unique educational and prerequisite requirements that candidates must meet. For more information, please review the chosen state's public accountancy licensure requirements from the National Association of State Boards of Accountancy.

Licensing for the CMA certification is administered by the Institute of Management Accountants (IMA) and is not dependent on state/jurisdiction. Certification eligibility criteria consist of prerequisite requirements, including work experience, educational requirements and the CMA Exam. For more information, please review the IMA's CMA certification requirements.

Additional Information

For more information, please contact LeBow's Graduate Student Services office at lebowgradenroll@drexel.edu.

Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements web page (<https://>

www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/) before submitting your application.

Degree Requirements

Accountancy Core Courses

ACCT 600	Accounting Analysis & Theory	3.0
ACCT 605	Advanced Auditing	3.0
ACCT 606	Current Issues in the Accounting Profession	3.0
TAX 630	Corporate Taxation	3.0

Analytics & Technology Core Courses

ACCT 655	Data Analytics & Technology in Accounting	3.0
BSAN 601	Business Analytics for Managers	3.0
MIS 642	Emerging Information Technologies in Business	3.0

Select one (1) of the following: 3.0

BSAN 605	Data Visualization for Managers	
MIS 630	Inter-Active Decision Support Systems	
STAT 632	Datamining for Managers	

Business Acumen Core Courses

BUSN 610	Strategic Career Management & Professional Development	3.0
or BUSN 611	Strategic Career Advancement for Professionals	

ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
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ORGB 640	Negotiations for Leaders	3.0
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Select one (1) of the following: 3.0

ACCT T680	Special Topics in Accounting	
INDS T680	Special Topics in Interdisciplinary Business	
INDS T780	Special Topics in STEM Interdisciplinary Subject	
MGMT 715	Business Consulting	
TAX 715	Tax Experiential Learning	

Concentration

Select one of the options below: 9.0

Business Analysis, Reporting & Planning Concentration

Select three (3) of the following courses:

ACCT 608	Government and Not-for-Profit Accounting	
ACCT 622	Advanced Financial Accounting	
ACCT 635	Strategy & the Master Budgeting Process	
ACCT 665	Financial Statement Analysis	

Tax Analysis & Planning Concentration

Select all three of the following:

TAX 611	Tax Research	
TAX 645	Flow Through Entity Taxation	
TAX 660	Tax and Business Strategy	

Accounting Information Systems & Controls Concentration

Select three (3) of the following

ACCT 653	Analytical Accounting and Systems	
MIS 632	Database Analysis and Design for Business	
CT 620	Security, Policy and Governance	
ACCT T780	Special Topics in Accounting	

Total Credits 45.0

Students should contact the Accounting Department (<http://www.lebow.drexel.edu/Faculty/Departments/Accounting/>) for additional information.

Sample Plan of Study

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 600	3.0 MIS 642	3.0 TAX 630	3.0 ACCT 605	3.0
ACCT 606	3.0 Business Acumen Elective	3.0	ORGB 511	3.0

BSAN 601	3.0 Analytics & Technology Elective	3.0 ACCT 655	3.0 Concentration Course	3.0
BUSN 610 or 611	3.0 Concentration Class	3.0 ORGB 640	3.0	
		Concentration Class	3.0	
	12	12	12	9

Total Credits 45

Program Level Outcomes

- Will have a comprehensive knowledge of financial, managerial, tax, auditing, and international accounting principles. (Accounting Principles)
- Will engage in critical thinking. (Critical Thinking)
- Will be able to technically evaluate business problems. (Technical Evaluation)
- Will communicate effectively in writing. (Writing)

Accounting Faculty

Maureen Breen, MAS, MBA (*University of Illinois at Urbana-Champaign; Drexel University*). Assistant Clinical Professor.

Hsihui Chang, PhD (*University of Minnesota*) *KPMG Professor of Accounting*.

Hiu Lam Choy, PhD (*University of Rochester*). Associate Professor. Financial accounting.

Anthony P. Curatola, PhD (*Texas A&M University*) *Joseph F. Ford Professor of Accounting*. Professor. Federal and state income tax policy, retirement income taxation, fringe benefits taxation, educational savings and tax incentives, federal and state income tax research.

Xin Dai, PhD (*University of Minnesota*). Assistant Professor.

Patricia L. Daniel Derrick, PhD (*The George Washington University*). Assistant Clinical Professor.

Hubert Glover, PhD (*Texas A&M University*). Associate Clinical Professor. International financial reporting.

Barbara Murray Grein, PhD (*Kenan-Flagler Business School, University of North Carolina*) *Department Head, Accounting and Tax*. Associate Professor. Auditing, auditor selection, audit adjustments, audit fees, corporate governance, financial reporting.

Curtis M. Hall, MBA (*University of Arizona*). Assistant Professor. Strategic cost management; corporate governance; capital markets research in accounting; human capital investment.

Kevin K. Jones, DBA (*Georgia State University*). Assistant Clinical Professor.

Natalya V. Khimich, PhD (*University of California at Berkeley*). Assistant Professor. Equity valuation, earnings quality, and accounting for innovation and intangible assets.

Stacy Kline, MBA (*Temple University*). Clinical Professor. Individual, corporation; S corporation and partnership taxation.

Gordian Ndubizu, PhD (*Temple University*). Professor. Financial accounting.

Duri Park, PhD (*Ohio State University*). Assistant Professor. Financial accounting, insider trading, investments, and cash holdings.

Bernhard Reichert, PhD, CPA (*University of Texas at Austin*). Assistant Professor. Behavioral research in accounting and experimental economics.

Mark Vargus, PhD (*Wharton School, University of Pennsylvania*). Assistant Professor. Capital market research and executive compensation.

Jennifer Wright, MTA (*Villanova University*) Assistant Department Head, *Accounting and Tax*. Associate Clinical Professor.

Applied Artificial Intelligence in Business MBA

Major: Applied Artificial Intelligence in Business
Degree Awarded: Master of Business Administration (MBA)
Calendar Type: Quarter
Minimum Required Credits: 48.0
Classification of Instructional Programs (CIP) code: 52.1399
Standard Occupational Classification (SOC) code: 15-2051

About the Program

An MBA degree with a STEM-designated major in Applied AI equips forward-thinking professionals with the tools and strategies needed to lead an AI-driven workforce. Through cutting-edge courses students gain a blend of theoretical knowledge and hands-on experience that will enable them to leverage AI for strategic decision-making and organizational success. This major is designed to equip students with the skills needed to excel in industries transformed by artificial intelligence, positioning them as influential leaders and strategic decision-makers in the workforce of the future.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Admission Requirements

Prior Academic Accomplishments: All coursework taken prior to application will be examined, paying particular attention to the specific courses that have been completed. Applicants should have attained a minimum grade point average (GPA) of 3.0 (on a 4.0) scale for all undergraduate coursework completed.

Graduate Record Examination (GRE) or Graduate Management Aptitude Test (GMAT): Applicants are required to submit GRE or GMAT scores. Scores of more than five years old are not accepted.

Test of English as a Foreign Language (TOEFL): Applicants whose native language is not English and who have not already received a degree from a U.S. university must also submit scores from the Test of English as a Foreign Language (TOEFL).

Personal Statement/Essay: Each applicant must submit a personal statement. The personal statement should explain the applicant's educational and personal experiences that have influenced the decision to pursue an MS and should discuss the candidate's career plans and goals.

Letters of Recommendation: Two letters of recommendation must be submitted in support of the application. Applicants are strongly encouraged to seek recommendations from academics or other professionals who can assess the applicant's likelihood of success in the program.

Degree Requirements

Required Courses		
ACCT 510	Essentials of Financial Reporting	3.0
BLAW 510	Analyzing Legal Options in Decision-Making	3.0
BSAN 601	Business Analytics for Managers	3.0
BUSN 610	Strategic Career Management & Professional Development	3.0
or BUSN 611	Strategic Career Advancement for Professionals	
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 529	Strategic Management	3.0
MKTG 601	Marketing Strategy & Planning	3.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
POM 601	Operations and Supply Chain Management	3.0
Experiential Requirement		
Select one course from the following:		3.0
BUSN 615	Graduate Internship	
INDS T680	Special Topics in Interdisciplinary Business	
INTB 790	International Business Seminar and Residency	
MGMT 690	Change Management Experiential Capstone	
MGMT 715	Business Consulting	
MGMT 770	MBA Capstone	
MIS 652	Business Agility and IT	
MIS 653	Design Thinking for Digital Innovations	
MKTG 627	Digital Marketing	
ORGB 620	Leading Virtual Teams	
ORGB 640	Negotiations for Leaders	
SMT 621	Leadership in Sport Management	
TAX 715	Tax Experiential Learning	
Applied AI in Business Major Requirements		
Select three (3) from the following:		9.0
BSAN 620	Data-driven AI for Management Decisions	
INDS 605	Human Plus: Augmenting Decision Intelligence through AI	
INDS T780	Special Topics in STEM Interdisciplinary Subject	
MGMT 610	Artificial Intelligence in Strategic Decision Making	
Free Electives		6.0
Total Credits		48.0

Sample Plan of Study

18-Month Plan of Study

First Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
ACCT 510	3.0	BLAW 510	3.0	ECON 601	3.0	MGMT 529	3.0
BSAN 601	3.0	FIN 601	3.0	Applied AI Major Elective	3.0	Experiential Elective	3.0
BUSN 610 or 611	3.0	MKTG 601	3.0				
ORGB 511	3.0	POM 601	3.0				
	12		12			6	6
Second Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
Applied AI Major Electives	3.0	Applied AI Major Electives	3.0				

Electives	3.0 Elective	3.0
	6	6

Total Credits 48

15-Month Plan of Study

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 Experiential Elective	3.0
BSAN 601	3.0 FIN 601	3.0 Applied AI Major Electives	6.0 Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0 MGMT 529	3.0	
ORGB 511	3.0 POM 601	3.0		
	12	12	12	6

Second Year

Fall	Credits
Applied AI Major Elective	3.0
Elective	3.0
	6

Total Credits 48

12-Month Plan of Study

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 Electives	6.0
BSAN 601	3.0 FIN 601	3.0 MGMT 529	3.0 Experiential Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0 Applied AI Major Electives	6.0 Applied AI Major Electives	3.0
ORGB 511	3.0 POM 601	3.0		
	12	12	12	12

Total Credits 48

24-Month Plan of Study

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 BSAN 601	3.0 MGMT 529	3.0
ORGB 511	3.0 FIN 601	3.0 MKTG 601	3.0 Elective	3.0
	6	6	6	6

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 610 or 611	3.0 POM 601	3.0 ECON 601	3.0 Experiential Elective	3.0
Applied AI Major Elective	3.0 Applied AI Major Electives	3.0 Applied AI Major Electives	3.0 Elective	3.0
	6	6	6	6

Total Credits 48

Business Administration DBA

Major: Business Administration

Degree Awarded: Doctor of Business Administration (DBA)

Calendar Type: Quarter

Minimum Required Credits: 60.0

Classification of Instructional Programs (CIP) code: 52.1301

Standard Occupational Classification (SOC) code: 11-1021

About the Program

The Executive Doctorate in Business Administration (DBA) is a part-time doctoral program designed to equip executives and senior managers with the scientific methods to address complex industry and organizational challenges. The program integrates and leverages Drexel's more than 120-year history of experiential learning to provide a broad theoretical perspective of current business issues as well as a strong foundation in applied research and analysis to enrich critical knowledge, skills and abilities. Through an integrative framework of empirical exploration and evidence-based decision-making, executives learn the "science of business" and develop successful, data-driven strategies and solutions that can be applied to their respective organizations.

The DBA's cohorted format enables candidates to complete the program in 2.5 years (10 consecutive quarters) using a lockstep executive residency and online model. DBA candidates complete a minimum of 60.0 credits beyond the master's degree. As part of the accelerated nature of the program and focus on complex business challenges, the program employs a mentored dissertation model. It is expected that applicants will have a minimum of 10 years of industry and/or leadership experience.

Program Highlights

- 2.5-year, part-time, cohorted executive program
- Executive residency format with online components
- 16 courses, 60 credits post-master's
- Mentored dissertation model
- Integrated, cross-disciplinary coursework
- Drexel DBA faculty collaboration from accounting, biomedical engineering, decision science and MIS, design, economics, finance, management, marketing and psychology

DBA Learning Outcomes

Upon degree completion, graduates of the DBA program will be able to:

- Demonstrate knowledge of both theoretical and applied business research methodology.
- Integrate knowledge from business and non-business disciplines to generate novel ideas, strategies and practical approaches to address business issues faced by senior leadership in organizations.
- Demonstrate mastery of scientific inquiry methods that examine empirical support for theoretical frameworks as applied to business problems.
- Demonstrate an ability to address complex industry challenges using frameworks of empirical examination that build prescriptive conclusions and real-world knowledge.

Please contact Mark Dierkes, Director of Executive Program Recruitment, at med24@drexel.edu or at 215-571-3272 directly with any questions concerning required entrance exams (such as the GMAT), evaluation of undergraduate or graduate records (grades, scores, total years and subjects studied, etc.), and any other issues regarding application to the College.

Admission Requirements

The DBA provides a broad theoretical and practical perspective on current business issues as well as a strong foundation in applied research

and analysis. The LeBow College of Business seeks applicants with a minimum of 10 years of senior industry and/or leadership experience, exceptional ability and the motivation needed to successfully complete the DBA. Admission into this part-time cohorted program requires a Master's degree and is highly selective.

In reviewing an applicant's credentials, the DBA admissions committee will consider:

- Completed Application Form
- Prior Academic Accomplishments: All course work taken prior to application will be reviewed. Applicants should have attained a minimum grade point average of 3.3 (on a 4.0 scale) for all graduate course work completed.
- Graduate Management Admissions Test (GMAT) or Graduate Records Examination (GRE): DBA applicants are NOT required to submit scores from either the GMAT or GRE. However, individuals who have taken these exams prior may forward their scores in support of their application.
- Personal Statement: Explain how the applicant's educational and personal experiences have influenced the decision to pursue a DBA, professional objectives in attaining a DBA, and the applicant's strategy (time, effort, and organizational and family support) to excel in the program.
- Essay(s): Please reference the program webpage for specific essay(s) requirement for the application.
- Letters of Recommendation: Two letters of recommendation must be submitted in support of the application. Applicants are strongly encouraged to seek recommendations from professionals who can assess the applicant's likelihood of success in an executive doctoral program.
- Current Resume or CV: Include relevant industry positions, achievements or research.
- Interview: Upon request of the DBA admission committee, selected candidates will be requested to participate in an admissions interview.

Admission Procedures

The DBA Program admits students each fall. To be considered for scholarship and admission, the completed application must be received by the LeBow College of Business Office of Graduate Admissions no later than **April 30th**. It is the applicant's responsibility to ensure that all transcripts, essays/personal statements and letters of recommendation, as well as the application form and fee, are received by Drexel University by this deadline.

Please contact Mark Dierkes, Director of Executive Program Recruitment, at med24@drexel.edu or at 215-571-3272 directly with any questions concerning required entrance exams (such as the GMAT), evaluation of undergraduate or graduate records (grades, scores, total years and subjects studied, etc.), and any other issues regarding application to the College.

Degree Requirements

Required Courses

BUSN 910	Applied Organizational & Consumer Behavior	4.0
BUSN 911	Opportunities in a Data Driven Economy	4.0
BUSN 912	Corporate Growth and Risk Strategies	4.0
BUSN 913	Driving Innovation and Design	4.0
BUSN 914	Navigating the Changing Business Environment	4.0
BUSN 921	Applied Behavioral Research	4.0
BUSN 923	Qualitative Inquiry Methods	4.0

BUSN 924	Analyzing Quantitative Data	4.0
BUSN 925	Survey Research	4.0
BUSN 941	Dissertation Research, Applied Methodology Workshop	4.0
BUSN 942	Dissertation Research, Data Collection Strategy	4.0
BUSN 943	Dissertation Research, Literature Review and Proposal Defense	4.0
BUSN 944	Dissertation Research, Data Collection Process	5.0
BUSN 945	Dissertation Research, Data Analysis	5.0
BUSN 946	Dissertation Research, Discussion and Contribution Chapter	1.0
BUSN 947	Dissertation Research, Final Defense	1.0-9.0
Optional Global Immersion Experience (Choose one of the following): *		0.0-3.0
ECON 621	Business, Government, and Global Macroeconomics	
FIN 648	International Financial Management	
INTB 790	International Business Seminar and Residency	
Total Credits		60.0-71.0

*

Students participating in the Optional Global Immersion Experience will need a minimum of 63.0 credits to graduate.

Students not participating in the Optional Global Immersion Experience will need a minimum of 60.0 credits to graduate.

Dissertation

DBA candidates are required to complete and submit doctoral dissertation for committee approval. The dissertation is an integral part of the DBA program and serves as a demonstration of academic excellence in applying the science of business with all its expected rigor to an important problem of interest to the industry, as well as providing insight based on theory and supported by appropriate methodological and statistical rigor.

The dissertation process is comprised of a series of lockstep courses, culminating in two major milestones: defense of the proposal and defense of the completed research. The dissertation will need to show relevance, be tied to appropriate scientific literature, and have appropriate methodology and analysis to support the conclusions. Each student will be assigned a dissertation chair, who will guide the student through the process starting in year one, and committee who will evaluate the proposal and the completed research. Both proposal defense and completed research defense must attain a passing grade for the degree to be conferred. There are no qualifying or candidacy exams.

Sample Plan of Study

Non-Global Immersion Option

First Year

Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
BUSN 910	4.0	BUSN 911	4.0	BUSN 912	4.0	BUSN 913	4.0
BUSN 925	4.0	BUSN 921	4.0	BUSN 924	4.0	BUSN 923	4.0
8		8		8		8	

Second Year

Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
BUSN 914	4.0	BUSN 942	4.0	BUSN 944	5.0	BUSN 945	5.0
BUSN 941	4.0	BUSN 943	4.0				
8		8		5		5	

Third Year

Fall	Credits	Winter	Credits
BUSN 946*	1.0	BUSN 947*	1.0-9.0
1		1-9	

Total Credits 60-68

★

3rd year terms are less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

Global Immersion Option

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 910	4.0 BUSN 911	4.0 BUSN 912	4.0 BUSN 913	4.0
BUSN 925	4.0 BUSN 921	4.0 BUSN 923	4.0 BUSN 924	4.0
	8	8	8	8
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 914	4.0 BUSN 942	4.0 BUSN 944	5.0 BUSN 945	5.0
BUSN 941	4.0 BUSN 943	4.0 Global Immersion Option (Choose one of the following):	3.0	
		ECON 621		
		FIN 648		
		INTB 790		
	8	8	8	5
Third Year				
Fall	Credits Winter	Credits		
BUSN 946*	1.0 BUSN 947*	1.0-9.0		
	1	1-9		
Total Credits 63-71				

★

3rd year terms are less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

Facilities

The 12-story, 177,500-square-foot home for LeBow College of Business is located at the heart of the Drexel University campus, at the intersection of Woodland Walk and Market Street, where it forms a gateway to Drexel and a backdrop to the historic statue of A. J. Drexel (Moses Ezekiel, 1904). The diagonal massing of the lower floors follows Woodland Walk and combines with the new Papadakis Integrated Sciences Building (Diamond & Schmitt, 2011) to energize the University's central quadrangle. The building's tower will mark the LeBow College and Drexel campus from all directions while the open, glassy Market Street façade will showcase the College's student activities to passersby.

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by classrooms, student lounges, events spaces, and offices. The atrium is immediately accessible from main entrances at the three corners of the building. An open stair within the atrium leads to a 300-seat auditorium and 100-seat lecture hall one floor below and to a divisible multipurpose room and additional classrooms above. The building's upper floors contain faculty offices interspersed with seminar rooms and group study rooms. The top floor houses the Dean's suite and a boardroom and conference suite that opens to east- and west-facing terraces.

The building's warm masonry and glass exterior reflects the emerging vocabulary of the next generation of Drexel buildings. Sophisticated solar

shading devices allow maximum transparency between the inside and outside while supporting the building's high environmental aspirations.

Key Building Features

- Five-story atrium
- Finance trading lab with Bloomberg Terminal Room
- 300-seat auditorium
- 160-seat event space
- 100-seat lecture hall
- 45-seat seminar rooms
- 44-seat computer classrooms
- 60-seat classrooms
- Executive MBA (<https://www.lebow.drexel.edu/academics/programs/mba/executive-mba/>) classroom
- 24-seat classrooms
- Special areas for experiential learning simulations and business consulting
- Videoconferencing capabilities
- Integrated teaching technology in all classrooms
- Recording studio to support LeBow College's online programs
- Extensive areas for students to gather socially and for collaborative study, including student collaboration rooms (<https://www.lebow.drexel.edu/about/campuses/philadelphia/gerri-c-lebow-hall/collaboration-rooms/>), two quiet study areas, and 3,500 square feet of student social space
- EMBA Alumni Lounge for the exclusive use of EMBA alumni
- Behavioral Studies Lab
- Starbucks
- Green Globe certifiable, meeting worldwide sustainability standards

Gerri C. LeBow Hall brings together faculty, students, and staff in a state-of-the-art building on the University City campus. Please visit the LeBow College of Business webpage (<https://www.lebow.drexel.edu/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), and the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>) to learn more about Gerri C. LeBow Hall.

Program Level Outcomes

- Employ an understanding of audience, purpose and context to communicate effectively in a range of situations using appropriate media.
- User divergent (e.g., generation of novel ideas, thinking out of the box, brainstorming) and convergent thinking (e.g., critical thinking, evaluation of ideas, quantitative and qualitative analysis, scientific reasoning) to generate novel and relevant ideas, strategies, approaches or products.
- Assess their own ethical values and the social context of ethical problems, recognize ethical issues in a variety of settings, think about how different ethical perspectives might be applied to an ethical problem, and consider the consequences of alternative actions.
- Possess the skills and knowledge to access, evaluate and use information effectively, competently, and creatively.
- Establish goals and monitor progress toward them by developing an awareness of the personal, environmental and task-specific factors that affect attainment of the goals.

- Make appropriate use of technologies to communicate, collaborate, solve problems, make decisions, and conduct research, as well as foster creativity and life-long learning.
- Engage in, reflect upon, and demonstrate open-mindedness toward all issues of diversity at the local, national and international level.
- Develop a vision, translate that vision into shared goals, and effectively work with others to achieve these goals.
- Apply knowledge and skills gained from a program of study to the achievement of goals in a work, clinical, or other professional setting.
- Make meaningful contributions in their chosen field, participating in use-inspired (e.g., inspired by and applied to real-world problems) research, scholarship or creative activity as an individual or in a collaborative effort.
- Create and sustain a healthy, engaged, public life.

DBA Interdepartmental LeBow Faculty

Murugan Anandarajan, PhD (*Drexel University*) *Department Chair, Management; Department Head, Decision Sciences and MIS*. Professor. Cyber crime, strategic management of information technology, unstructured data mining, individual internet usage behavior (specifically abuse and addiction), application of artificial intelligence techniques in forensic accounting and ophthalmology.

Hasan Ayaz, PhD (*Drexel University*) *School of Biomedical Engineering, Science and Health Systems*. Research Associate Professor. Optical brain imaging, cognitive neuroengineering, brain computer interface (BCI), functional near infrared (fNIR), and near infrared spectroscopy (NIRS).

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Advertising strategy, product assortment decisions, new product positioning, distribution channels. Marketing analytics and big data, marketing communications, marketing research, marketing strategy, technology and innovation.

David Gefen, PhD (*Georgia State University*) *Provost Distinguished Research Professor*. Professor. Strategic IT management; IT development and implementation management; research methodology; managing the adoption of large IT systems, such as MRP II, ERP, and expert systems; research methodology, eCommerce; Online Auctions; Outsourcing; SAS; Technology Adoption.

Michael Glaser, MFA (*Ohio State University*) *Program Director for Product Design*. Associate Professor. Westphal College of Media Arts & Design Quantifying the designer's intuition; the interplay between digital and physical forms; human desire to shape our surroundings.

Hubert Glover, PhD (*Texas A&M University*). Associate Clinical Professor. International financial reporting.

Michael Joseph Gombola, PhD (*University of South Carolina*) *Department Chair, Finance*. Professor. Stock offerings and repurchases, mergers, acquisitions, and restructuring; working capital management, time series analysis; options and derivatives, financial statement analysis.

Paul Harrington, PhD (*University of Massachusetts, Boston*) *Director, Center for Labor Markets and Policy*. Professor. Teen and young adult job access; economic outlook, college labor market; workforce development, planning, and development; vocational rehabilitation and job market transition.

Teresa D. Harrison, PhD (*University of Texas Austin*) *Associate Dean, Academic Affairs*. Associate Professor. School of Economics Econometrics, public finance, industrial organization, empirical microeconomics including health and nonprofit organizations.

Yanliu Huang, PhD (*The Wharton School, University of Pennsylvania*). Assistant Professor. Consumer n-store decision making, consumer planning, health marketing, memory and learning.

John Kounios, PhD (*University of Michigan*) *Director, PhD Program in Applied Cognitive and Brain Sciences*. Professor. Cognitive neuroscience, especially creativity, problem solving, and cognitive enhancement.

Mary Mawritz, PhD (*University of Central Florida*). Assistant Professor. Management Department Abusive supervision; deviant behavior; leadership.

V. K. Narayanan, PhD (*University of Pittsburgh*) *Deloitte Touche Jones Stubbs Professor*. Management Department Cognition and Strategy; Corporate Entrepreneurship; Organization design

Prashant Srivastava, PhD (*Oklahoma State University*) *Department of Marketing*. Associate Clinical Professor. New product development, supply chain management, B2B marketing, sales, strategic alliances, organizational learning, market orientation, healthcare marketing, and database marketing.

Mark Stehr, PhD (*University of California at Berkeley*) *Assistant Director School of Economics*. Associate Professor. Health economics, health behaviors, public finance, public policy.

Rajneesh Suri, PhD (*University of Illinois at Urbana-Champaign*) *Associate Dean for Research, Marketing Department*. Professor. Pricing, promotions and branding.

George Tsetsekos, PhD (*The University of Tennessee*) *Dean Emeritus, LeBow College of Business; Francis Professor of Finance*. Professor. Valuation and corporate restructuring, treasury and risk/hedging operations, investment banking, securitization, emerging capital markets, multinational finance, bank asset-liability management.

Daniel Tzabbar, PhD (*University of Toronto*). Assistant Professor. Management Department Accessing and managing knowledge; Alliances; Human capital; Organizational learning and change; Social Capital; Technology Entrepreneurship; Technology Innovation

Jonathan C. Ziegert, PhD (*University of Maryland*). Associate Professor. Management Department Attitudes; Diversity; Groups/Teams; Leadership; Organizational Culture and Fit.

Business Analytics MBA

Major: Business Analytics

Degree Awarded: Master of Business Administration (MBA)

Calendar Type: Quarter

Minimum Required Credits: 48.0

Classification of Instructional Programs (CIP) code: 52.1399

Standard Occupational Classification (SOC) code: 11-1021

About the Program

An MBA degree with a STEM-designated concentration in business analytics prepares you to make prudent business decisions with fact-based data analysis. Whether you're an experienced professional

seeking career advancement or are looking to relaunch your career, Drexel LeBow's MBA with a business analytics concentration will provide you with an understanding of business performance from a systems view, using statistical and quantitative data as well as explanatory and predictive modeling.

Each course in the concentration will help you build key skills for the field, including:

- Data mining
- System simulation
- Predictive business analytics
- Business forecasting

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

Degree Requirements

Required Courses

ACCT 510	Essentials of Financial Reporting	3.0
BLAW 510	Analyzing Legal Options in Decision-Making	3.0
BSAN 601	Business Analytics for Managers	3.0
BUSN 610	Strategic Career Management & Professional Development	3.0
or BUSN 611	Strategic Career Advancement for Professionals	
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 529	Strategic Management	3.0
MKTG 601	Marketing Strategy & Planning	3.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
POM 601	Operations and Supply Chain Management	3.0

Experiential Requirement

Select one of the following: 3.0

BUSN 615	Graduate Internship
INDS T680	Special Topics in Interdisciplinary Business
INTB 790	International Business Seminar and Residency
MGMT 690	Change Management Experiential Capstone
MGMT 715	Business Consulting
MIS 652	Business Agility and IT
MIS 653	Design Thinking for Digital Innovations
MKTG 627	Digital Marketing
MGMT 770	MBA Capstone
ORGB 640	Negotiations for Leaders
ORGB 620	Leading Virtual Teams
SMT 621	Leadership in Sport Management
TAX 715	Tax Experiential Learning

Business Analytics Major Requirements

Select three of the following: 9.0

Any BSAN course numbers 602-699
Any STAT course numbers 602-699

MIS 612	Aligning Information Systems and Business Strategies
MIS 624	Systems Analysis & Design
MIS 630	Inter-Active Decision Support Systems
MIS 632	Database Analysis and Design for Business
MKTG 606	Customer Analytics
MKTG 607	Marketing Experiments
OPR 601	Managerial Decision Models and Simulation
Free Electives	6.0
Total Credits	48.0

Sample Plan of Study

18-Month Plan of Study

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 MGMT 529	3.0
BSAN 601	3.0 FIN 601	3.0 Business Analytics Major Elective	3.0 Experiential Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0		
ORGB 511	3.0 POM 601	3.0		
	12	12	6	6

Second Year

Fall	Credits Winter	Credits
Business Analytics Major Electives	3.0 Business Analytics Major Electives	3.0
Elective	3.0 Elective	3.0
	6	6

Total Credits 48

15-Month Plan of Study

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 Elective	3.0
BSAN 601	3.0 FIN 601	3.0 MGMT 529	3.0 Experiential Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0 Business Analytics Major Electives	6.0	
ORGB 511	3.0 POM 601	3.0		
	12	12	12	6

Second Year

Fall	Credits
Business Analytics Major Elective	3.0
Free Elective	3.0
	6

Total Credits 48

12-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 Business Analytics Major Elective	3.0
BSAN 601	3.0 FIN 601	3.0 MGMT 529	3.0 Electives	6.0
BUSN 610 or 611	3.0 MKTG 601	3.0 Business Analytics Major Electives	6.0 Experiential Elective	3.0
ORGB 511	3.0 POM 601	3.0		
	12	12	12	12
Total Credits 48				

24-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 BSAN 601	3.0 MGMT 529	3.0
ORGB 511	3.0 FIN 601	3.0 MKTG 601	3.0 Elective	3.0
	6	6	6	6
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 610 or 611	3.0 POM 601	3.0 ECON 601	3.0 Experiential Elective	3.0
Business Analytics Major Electives	3.0 Business Analytics Major Elective	3.0 Business Analytics Major Elective	3.0 Electives	3.0
	6	6	6	6
Total Credits 48				

Business Analytics MSBSAN

Major: Business Analytics

Degree Awarded: Master of Science in Business Analytics (MSBSAN)

Calendar Type: Quarter

Minimum Required Credits: 45.0

Classification of Instructional Programs (CIP) code: 30.7102

Standard Occupational Classification (SOC) code: 15-2041; 19-3022; 25-1011; 25-1022

About the Program

The STEM-designated MS in Business Analytics program is designed for students who have an interest in quantitative methods, data analysis and using computer programs to solve business problems.

Students learn how to access and analyze data for the purpose of improved business decision-making. This program prepares students to make good business decisions with fact-based insights and an understanding of business performance from a systems view using statistical and quantitative analysis of data as well as explanatory and predictive modeling. The program includes a capstone course in which students typically apply what they have learned in the curriculum to a real-world business problem.

The program draws upon three traditional areas of business intelligence, which are:

- *Statistics*, to explore and uncover relationships in data;
- *Operations research*, to develop mathematical models for data-supported decision-making; and
- *Management information systems*, to access and create databases that support the other two areas.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements web page (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application.

Degree Requirements

Operations Research

OPR 601	Managerial Decision Models and Simulation	3.0
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Statistics

STAT 610	Statistics for Business Analytics	3.0
STAT 640	Predictive Analytics and Machine Learning	3.0
STAT 645	Time Series Forecasting	3.0

Management Information Systems

MIS 612	Aligning Information Systems and Business Strategies	3.0
MIS 632	Database Analysis and Design for Business	3.0
MIS 636	Python Programming for Business Applications	3.0

Interdisciplinary

BSAN 615	Data Visualization & Analytics	3.0
BSAN 710	Business Analytics Capstone Project	3.0
Students Select One Concentration*		9.0

Information Systems Concentration

Select three of the following:

MIS 624	Systems Analysis & Design
MIS 630	Inter-Active Decision Support Systems
MIS 641	MIS Policy and Strategy
MIS 642	Emerging Information Technologies in Business
MIS 651	Information Systems Outsourcing Management
MIS 652	Business Agility and IT
MIS 653	Design Thinking for Digital Innovations
MIS 661	Managing with Enterprise Application Software using SAP - Logistics

Statistics Concentration

Select three of the following:

ECON 550	Econometrics
ECON 560	Time Series Econometrics
ECON 639	Applied Industrial Analysis
MKTG 606	Customer Analytics
MKTG 607	Marketing Experiments
STAT 628	Applied Regression Analysis
STAT 630	Multivariate Analysis
STAT 634	Quality & Six-Sigma
STAT 636	Experimental Design
STAT 638	Advanced Statistical Quality Control

Modeling Concentration

Select three of the following:

ECON 548	Mathematical Economics
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ECON 610	Microeconomics
ECON 650	Business & Economic Strategy: Game Theory & Applications
OPR 620	Operations Research I
OPR 622	Operations Research II
OPR 624	Advanced Mathematical Program
OPR 626	System Simulation
OPR 660	OR Models in Finance

Functional Area of Business Concentration

To complete a concentration in one of these fields, the student will develop a plan of study that is mutually approved by the student and the Department Head.

Select three 600-level courses from either: ACCT, FIN, MKTG, POM or ECON

Free Electives*	6.0
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Select two 600-level courses within LeBow.

Experiential and Career Learning Requirements

BUSN 615	Graduate Internship	3.0
or MGMT 715	Business Consulting	

Total Credits	45.0
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*

Courses outside LeBow can be substituted with permission from your Program Manager.

Sample Plan of Study

Full-Time:

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MIS 612	3.0 BSAN 615	3.0 MIS 632	3.0 BUSN 615 or MGMT 715	3.0
OPR 601	3.0 MIS 636	3.0 STAT 645	3.0 Elective	3.0
STAT 610	3.0 STAT 640	3.0 Elective	3.0	
	9	9	9	6

Second Year

Fall	Credits Winter	Credits
BSAN 710	3.0 Electives	6.0
Elective	3.0	
	6	6

Total Credits 45

Part-Time:

First Year (Part-Time)

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MIS 612	3.0 MIS 636	3.0 MIS 632	3.0 BUSN 615 or MGMT 715	3.0
STAT 610	3.0 STAT 640	3.0 STAT 645	3.0 OPR 601	3.0
	6	6	6	6

Second Year (Part-Time)

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BSAN 710	3.0 BSAN 615	3.0 Electives	6.0 Elective*	3.0
Elective	3.0 Elective	3.0		
	6	6	6	3

Total Credits 45

*

Note: This term is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

Note: First Year Summer is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

Facilities

The 12-story, 177,500-square-foot home for LeBow College of Business is located at the heart of the Drexel University campus, at the intersection of Woodland Walk and Market Street, where it forms a gateway to Drexel and a backdrop to the historic statue of A. J. Drexel (Moses Ezekiel, 1904). The diagonal massing of the lower floors follows Woodland Walk and combines with the new Papadakis Integrated Sciences Building (Diamond & Schmitt, 2011) to energize the University's central quadrangle. The building's tower will mark the LeBow College and Drexel campus from all directions while the open, glassy Market Street façade will showcase the College's student activities to passersby.

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by classrooms, student lounges, events spaces, and offices. The atrium is immediately accessible from main entrances at the three corners of the building. An open stair within the atrium leads to a 300-seat auditorium and 100-seat lecture hall one floor below and to a divisible multipurpose room and additional classrooms above. The building's upper floors contain faculty offices interspersed with seminar rooms and group study rooms. The top floor houses the Dean's suite and a boardroom and conference suite that opens to east- and west-facing terraces.

The building's warm masonry and glass exterior reflects the emerging vocabulary of the next generation of Drexel buildings. Sophisticated solar shading devices allow maximum transparency between the inside and outside while supporting the building's high environmental aspirations.

Key Building Features

- Five-story atrium
- Finance trading lab with Bloomberg Terminal Room
- 300-seat auditorium
- 160-seat event space
- 100-seat lecture hall
- 45-seat seminar rooms
- 44-seat computer classrooms
- 60-seat classrooms
- Executive MBA (<https://www.lebow.drexel.edu/academics/programs/mba/executive-mba/>) classroom
- 24-seat classrooms
- Special areas for experiential learning simulations and business consulting
- Videoconferencing capabilities
- Integrated teaching technology in all classrooms
- Recording studio to support LeBow College's online programs
- Extensive areas for students to gather socially and for collaborative study, including student collaboration rooms (<https://www.lebow.drexel.edu/about/campuses/philadelphia/gerri-c-lebow-hall/collaboration-rooms/>), two quiet study areas, and 3,500 square feet of student social space
- EMBA Alumni Lounge for the exclusive use of EMBA alumni
- Behavioral Studies Lab

- Starbucks
- Green Globe certifiable, meeting worldwide sustainability standards

Gerri C. LeBow Hall brings together faculty, students, and staff in a state-of-the-art building on the University City campus. Please visit the LeBow College of Business webpage (<https://www.lebow.drexel.edu/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), and the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>) to learn more about Gerri C. LeBow Hall.

Program Level Outcomes

- Will demonstrate the ability to use statistical skills to analyze business phenomena
- Will demonstrate the ability to build, manipulate and draw conclusions from analytical models of business systems
- Will demonstrate skills in big data management
- Will demonstrate the ability to make business decisions and to develop and present business strategy based on quantitative analysis

Business Analytics Faculty

Pramod Abichandani, PhD. Assistant Clinical Professor.

Murugan Anandarajan, PhD (*Drexel University*) *Department Chair, Management; Department Head, Decision Sciences and MIS*. Professor. Cyber crime, strategic management of information technology, unstructured data mining, individual internet usage behavior (specifically abuse and addiction), application of artificial intelligence techniques in forensic accounting and ophthalmology.

Orakwue B. Arinze, PhD (*London School of Economics*). Professor. Client/Server computing; Enterprise Application Software (EAS)/ Enterprise Resource Planning Software (ERP); knowledge-based and decision support applications in operations management.

Hande Benson, PhD (*Princeton University*) *Assistant Department Head, Decision Sciences & MIS*. Associate Professor. Interior-point methods, Large Scale Optimization, Mathematical Programming, Nonlinear Optimization, Operations and Supply Chain Optimization, Optimization Software, Portfolio Optimization

Qizhi Dai, PhD (*University of Minnesota*). Associate Professor. Business Value of Information Technology, eCommerce, Economics of Information Technology, Information System Management.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Advertising strategy, product assortment decisions, new product positioning, distribution channels. Marketing analytics and big data, marketing communications, marketing research, marketing strategy, technology and innovation.

Elea Feit, PhD (*University of Michigan*) *Department of Marketing*. Assistant Professor. Bayesian hierarchical models, interactive (eCommerce), marketing research, missing data.

David Gefen, PhD (*Georgia State University*) *Provost Distinguished Research Professor*. Professor. Strategic IT management; IT development and implementation management; research methodology; managing the adoption of large IT systems, such as MRP II, ERP, and

expert systems; research methodology, eCommerce; Online Auctions; Outsourcing; SAS; Technology Adoption.

Merrill W. Liechty, PhD (*Duke University*). Clinical Professor. Bayesian statistics, portfolio selection, higher moment estimation, higher moment estimation, Markov Chain Monte Carlo

Chuanren Liu, PhD (*Rutgers University*). Assistant Professor. Data Mining, Decision Models, Risk Assessment, Sequential Analysis.

Bruce D. McCullough, PhD (*University of Texas Austin*). Professor. Applied Econometrics, Data Mining, Econometric Techniques, Reliability of Statistical and Econometric Software.

Samir Shah, DPS (*Pace University*). Associate Clinical Professor. Drexel University's Provost Fellow India Partnerships

Chaojiang Wu, PhD (*University of Cincinnati*). Assistant Professor. Business Analytics, Computational Statistics, Healthcare Analytics, Semiparametric Regression, Statistical Data Mining.

Business Customized MBA

Major: Business Customized

Degree Awarded: Master of Business Administration (MBA)

Calendar Type: Quarter

Minimum Required Credits: 48.0

Classification of Instructional Programs (CIP) code: 52.0201

Standard Occupational Classification (SOC) code: 11-1021

About the Program

Students can self-customize a concentration in coordination with their program manager and faculty guidance.

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

Degree Requirements

Required Courses

ACCT 510	Essentials of Financial Reporting	3.0
BLAW 510	Analyzing Legal Options in Decision-Making	3.0
BSAN 601	Business Analytics for Managers	3.0
BUSN 610	Strategic Career Management & Professional Development	3.0
or BUSN 611	Strategic Career Advancement for Professionals	
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 529	Strategic Management	3.0
MKTG 601	Marketing Strategy & Planning	3.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
POM 601	Operations and Supply Chain Management	3.0

Experiential Requirement

Select one course from the following: 3.0

BUSN 615	Graduate Internship
INDS T680	Special Topics in Interdisciplinary Business
INTB 790	International Business Seminar and Residency
MGMT 690	Change Management Experiential Capstone
MGMT 715	Business Consulting
MGMT 770	MBA Capstone
MIS 652	Business Agility and IT
MIS 653	Design Thinking for Digital Innovations
MKTG 627	Digital Marketing
ORGB 620	Leading Virtual Teams
ORGB 640	Negotiations for Leaders
SMT 621	Leadership in Sport Management
TAX 715	Tax Experiential Learning

Business Customized Major Requirements

Students can self customize a major with coordination between their program manager and with faculty guidance. Please see your Program Manager/Academic Advisor for further information

Select 9.0 credits from any subject code from the following 500-700 level courses: 9.0

Any ACCT (Accounting)
Any BLAW (Legal Studies)
Any BUSN (General Business)
Any ECON (Economics)
Any FIN (Finance)
Any INDS (Interdisciplinary)
Any INTB (International Business)
Any MGMT (Management)
Any MIS (Management Information System)
Any MKTG (Marketing)
Any ORGB (Organizational Behavior)
Any OPR (Operations Research)
Any POM (Production Operation Management)
Any SMT (Sport Management)
Any STAT (Business Statistics)
Any TAX (Taxation)

Free Electives 6.0

Total Credits 48.0

Sample Plan of Study**18-Month Plan of Study****First Year**

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 MGMT 529	3.0
BSAN 601	3.0 FIN 601	3.0 Business Customized Major Elective	3.0 Experiential Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0		
ORGB 511	3.0 POM 601	3.0		
	12	12	6	6

Second Year

Fall	Credits Winter	Credits
Elective	3.0 Elective	3.0
Business Customized Major Elective	3.0 Business Customized Major Elective	3.0
	6	6

Total Credits 48

15-Month Plan of Study**First Year**

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 Elective	3.0
BSAN 601	3.0 FIN 601	3.0 MGMT 529	3.0 Experiential Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0 Business Customized Major Electives	6.0	
ORGB 511	3.0 POM 601	3.0		
	12	12	12	6

Second Year

Fall	Credits
Business	3.0
Customized Major Elective	
Elective	3.0
	6

Total Credits 48

12-Month Plan of Study**First Year**

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 Electives	6.0
BSAN 601	3.0 FIN 601	3.0 MGMT 529	3.0 Experiential Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0 Business Customized Major Electives	6.0 Business Customized Major Elective	3.0
ORGB 511	3.0 POM 601	3.0		
	12	12	12	12

Total Credits 48

24-Month Plan of Study**First Year**

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 BSAN 601	3.0 MGMT 529	3.0
ORGB 511	3.0 FIN 601	3.0 MKTG 601	3.0 Elective	3.0
	6	6	6	6

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 610 or 611	3.0 POM 601	3.0 ECON 601	3.0 Electives	3.0
Business Customized Major Elective	3.0 Business Customized Major Elective	3.0 Business Customized Major Electives	3.0 Experiential Elective	3.0
	6	6	6	6

Total Credits 48

**Business Information Technology
MSBIT**

Major: Business Information Technology

Degree Awarded: Master of Science in Business Information Technology (MSBIT)

Calendar Type: Quarter

Minimum Required Credits: 45.0

Classification of Instructional Programs (CIP) code: 11.0103

Standard Occupational Classification (SOC) code: 11-3031

About the Program

The STEM-designated Master of Science in Business Information Technology (MSBIT) prepares students for work related to applying information technology in organizations. Jointly offered by the College of Computing & Informatics (<https://drexel.edu/ccinfo/academics/masters-programs/ms-business-information-technology/>) and the LeBow College of Business (<https://www.lebow.drexel.edu/academics/graduate/specialized-masters-programs/business-it/>), the program is thoroughly interdisciplinary. It connects business and information technology perspectives so that students understand information technology in an organizational context. Specifically, students completing the program will understand how information technology is managed in an organizational environment, how it helps to solve organizational problems and how it can be used to transform an organization.

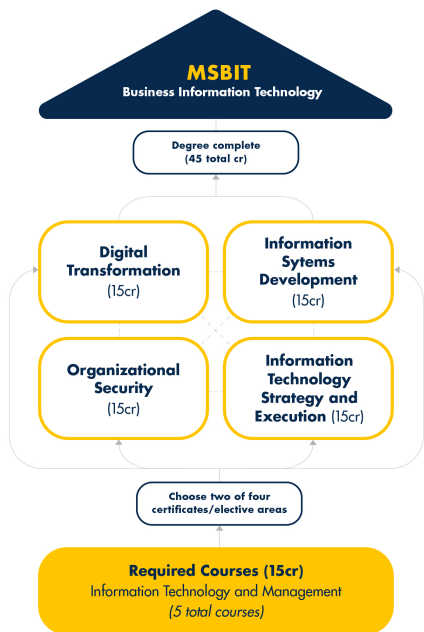
The program is designed for students who have relevant work experience and either a technical or a business background. Courses provide technology and business knowledge with a practical emphasis. To complement required foundations in information technology and management, students can choose to focus on two of the following areas: digital transformation, information systems development, information technology strategy and execution, or organizational security.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu or the College of Computing & Informatics at ccinfo@drexel.edu.

Pathways to Completion

As the graphic below indicates, students have different pathways to earning the MSBIT.



Degree Requirements

Required Courses - Information Technology & Management		
CT 500	Introduction to the Digital Environment	3.0
CT 600	Cloud Technology	3.0
CT 610	Disaster Recovery, Continuity Planning and Digital Risk Assessment	3.0
MIS 615	Aligning Information Technologies and Operations	3.0
MIS 625	Management of Information Technology Operations	3.0
Select 2 of the following elective areas:		30.0
Artificial Intelligence in Business		
CS 570	Programming Foundations	
CS 614	Applications of Machine Learning	
INDS 605	Human Plus: Augmenting Decision Intelligence through AI	
INFO 629	Applied Artificial Intelligence	
MGMT 610	Artificial Intelligence in Strategic Decision Making	
Organizational Security		
CT 605	Cloud Security and Virtual Environments	
CT 620	Security, Policy and Governance	
INFO 517	Principles of Cybersecurity	
INFO 710	Information Forensics	
INFO 712	Information Assurance	
Information Technology Strategy & Execution		
MIS 612	Aligning Information Systems and Business Strategies	
MIS 641	MIS Policy and Strategy	
ORGB 602	Leading and Executing Change	
SE 630	Software Engineering Economics	
SE 638	Software Project Management	
Information Systems Development		
CT 630	Application Software Construction and Operation	
INFO 540	Perspectives on Information Systems	
INFO 605	Database Management Systems	
MIS 624	Systems Analysis & Design	
MIS 652	Business Agility and IT	
Digital Transformation		
MGMT 602	Innovation Management	
MGMT 603	Technology Strategy	
MIS 642	Emerging Information Technologies in Business	
MIS 643	Digital Platform Management	
MIS 653	Design Thinking for Digital Innovations	
Total Credits		45.0

Sample Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
CT 500	3.0 CT 600	3.0 CT 610	3.0 MIS 615	3.0
Elective Area 1	3.0 Elective Area 2	3.0 Elective Area 1	3.0 Elective Area 2	3.0
6		6	6	6
Second Year				
Fall	Credits Winter	Credits Spring	Credits	
MIS 625	3.0 Elective Area 1	3.0 Elective Area 1	3.0	
Elective Area 1	3.0 Elective Area 2	3.0 Elective Area 2	6.0	
6		6	9	
Total Credits 45				

Corporate Sustainability and Social Impact MBA

Major: Corporate Sustainability and Social Impact

Degree Awarded: Master of Business Administration (MBA)

Calendar Type: Quarter

Minimum Required Credits: 48.0

Classification of Instructional Programs (CIP) code: 52.0201

Standard Occupational Classification (SOC) code: 11-1021

About the Program

For professionals who are focused on the future and looking to work where profit and purpose intersect, an MBA with a concentration in corporate sustainability and social impact may be ideal.

The program provides students with the knowledge and skills to develop strategies with real impact, especially as organizations focus increasingly on the financial, social and environmental issues to which investors, regulators, communities and employees are committed. This concentration will help students gain the skills that ESG-focused organizations prioritize, including minimizing risk, increasing resilience, enhancing competitiveness, unlocking new opportunities and enhancing their standings with investors.

A few of the skills this concentration focuses on include:

- Leading diversity, equity and inclusion
- Understanding legal implications
- Corporate governance
- Financial implications of social issues
- How sustainability and value creation intersect
- Brand and reputation management
- Ethics

The MBA concentration in corporate sustainability and social impact is offered in person or online.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

Degree Requirements

Required Courses

ACCT 510	Essentials of Financial Reporting	3.0
BLAW 510	Analyzing Legal Options in Decision-Making	3.0
BSAN 601	Business Analytics for Managers	3.0
BUSN 610	Strategic Career Management & Professional Development	3.0
or BUSN 611	Strategic Career Advancement for Professionals	
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0

MGMT 529	Strategic Management	3.0
MKTG 601	Marketing Strategy & Planning	3.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
POM 601	Operations and Supply Chain Management	3.0
Experiential Requirement		
Select one course from the following:		3.0
BUSN 615	Graduate Internship	
INDS T680	Special Topics in Interdisciplinary Business	
INTB 790	International Business Seminar and Residency	
MGMT 690	Change Management Experiential Capstone	
MGMT 715	Business Consulting	
MGMT 770	MBA Capstone	
MIS 652	Business Agility and IT	
MIS 653	Design Thinking for Digital Innovations	
MKTG 627	Digital Marketing	
ORGB 620	Leading Virtual Teams	
ORGB 640	Negotiations for Leaders	
SMT 621	Leadership in Sport Management	
TAX 715	Tax Experiential Learning	
Corporate Sustainability & Social Impact Major Requirements		
Select three of the following:		9.0
BLAW 620	Legal Aspects of Employment	
ENTP 535	Social Entrepreneurship	
ENTP 601	Social and Sustainable Innovation	
FIN 610	Corporate Governance	
INDS 601	Corporate Sustainability for Managers	
MGMT 670	Business Ethics	
MGMT 676	Sustainability and Value Creation	
MKTG 620	Social Impact Marketing	
POM 642	Sustainable Supply Chain Management and Logistics	
Free Electives		6.0
Total Credits		48.0

Sample Plan of Study

18-Month Plan of Study

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 MGMT 529	3.0
BSAN 601	3.0 FIN 601	3.0 Corporate Sustainability & Social Impact Major Elective	3.0 Experiential Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0		
ORGB 511	3.0 POM 601	3.0		
	12	12	6	6

Second Year

Fall	Credits Winter	Credits
Corporate Sustainability & Social Impact Major Elective	3.0 Corporate Sustainability & Social Impact Major Elective	3.0
Elective	3.0 Elective	3.0
	6	6

Total Credits 48

15-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 Experiential Elective	3.0
BSAN 601	3.0 FIN 601	3.0 MGMT 529	3.0 Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0 Corporate Sustainability & Social Impact Major Elective	6.0	
ORGB 511	3.0 POM 601	3.0		
	12	12	12	6
Second Year				
Fall	Credits			
Corporate Sustainability & Social Impact Major Elective	3.0			
Elective	3.0			
	6			
Total Credits 48				

12-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 Electives	6.0
BSAN 601	3.0 FIN 601	3.0 MGMT 529	3.0 Experiential Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0 Corporate Sustainability & Social Impact Major Elective	6.0 Corporate Sustainability & Social Impact Major Elective	3.0
ORGB 511	3.0 POM 601	3.0		
	12	12	12	12
Total Credits 48				

24-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 BSAN 601	3.0 MGMT 529	3.0
ORGB 511	3.0 FIN 601	3.0 MKTG 601	3.0 Elective	3.0
	6	6	6	6
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 610 or 611	3.0 POM 601	3.0 ECON 601	3.0 Electives	3.0
Corporate Sustainability & Social Impact Major Elective	3.0 Corporate Sustainability & Social Impact Major Elective	3.0 Corporate Sustainability & Social Impact Major Elective	3.0 Experiential Elective	3.0
	6	6	6	6
Total Credits 48				

Program Level Outcomes

- Ethical reasoning
- Global competence
- Leadership
- Responsible Citizenship

Digital Marketing Technology MSM

Major: Digital Marketing Technology

Degree Awarded: Master of Science in Marketing (MSM)

Calendar Type: Quarter

Minimum Required Credits: 45.0

Classification of Instructional Programs (CIP) code: 52.1399

Standard Occupational Classification (SOC) code: 11-2021

About the Program

The STEM-designated Digital Marketing Technology major enhances the MS in Marketing degree, providing the history and theoretical framework behind new media, plus the hands-on skills to develop a strategic, integrated marketing approach. Courses within the major teach best practices in building campaigns and measuring results, as well as consumer and influencer behavior in the social realm. This major is ideal for pursuing positions such as social media analyst, media planner, manager of integrated media strategy and digital marketing strategist.

Additional Information

For more information, please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements web page (<https://www.lebow.drexel.edu/admissions/graduate-admissions/graduate-application-requirements/>) before submitting your application.

Degree Requirements

Required Core		
BLAW 621	Legal Issues in Business	3.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
Required Marketing Core		
BSAN 601	Business Analytics for Managers	3.0
MKTG 601	Marketing Strategy & Planning	3.0
MKTG 606	Customer Analytics	3.0
MKTG 622	Buyer Behavior Theory	3.0
MKTG 627	Digital Marketing	3.0
MKTG 652	Marketing Information Management and Research	3.0
Select three (3) from the following Major courses:		9.0
MIS 642	Emerging Information Technologies in Business	
MIS 643	Digital Platform Management	
MIS 653	Design Thinking for Digital Innovations	
MKTG 634	Integrated Marketing Communications Management	
Electives (Select three (3) from the following)		9.0
COM 586	Strategic International Communication	

COM 610	Theories of Communication and Persuasion
DIGM 511	Research Methods for Digital Media
FIN 601	Corporate Financial Management
INFO 590	Foundations of Data and Information
INFO 623	Social Network Analytics
MKTG 630	Global Marketing
MKTG 638	New Product Planning, Strategy, and Development
MKTG 646	Services Marketing
MKTG 654	Corporate Brand & Reputation Management
MKTG T680	Special Topics in Marketing
Experiential Learning (Select one (1) of the following)	
3.0	
BUSN 615	Graduate Internship
INTB 790	International Business Seminar and Residency
MGMT 680	Leading for Innovation
MGMT 715	Business Consulting
ORGB 640	Negotiations for Leaders
Total Credits	
45.0	

Sample Plan of Study

Full-Time

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BLAW 621	3.0 MKTG 622	3.0 MKTG 606	3.0 MKTG 627	3.0
BSAN 601	3.0 ORGB 511	3.0 Major Course	3.0 Required Experiential Course	3.0
MKTG 601	3.0 Major Course	3.0 Elective Course	3.0 Elective Course	3.0
	9	9	9	9
Second Year				
Fall	Credits			
MKTG 652	3.0			
Major Course	3.0			
Elective Course	3.0			
	9			
Total Credits 45				

Part-Time

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BLAW 621	3.0 MKTG 622	3.0 BSAN 601	3.0 MKTG 627	3.0
MKTG 601	3.0 ORGB 511	3.0 Major Course	3.0 Experiential Course	3.0
	6	6	6	6
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MKTG 652	3.0 Major Course	3.0 MKTG 606	3.0 Elective Course *	3.0
Major Course	3.0 Elective Course	3.0 Elective Course	3.0	
	6	6	6	3
Total Credits 45				

*

Note: Second Year Summer is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

Program Level Outcomes

Upon completion of the program, graduates will be prepared to:

- Plan and execute a digital marketing strategy through the effective use of digital platforms and design thinking.
- Explain the role of marketing technologies and apply the marketing technology assessment process to solving complex marketing problems and strategic challenges.
- Build solutions that would strategically address digital marketing problems.
- Communicate effectively to strengthen customer relationship management and marketing efforts.

Marketing Faculty

Rolph E. Anderson, PhD (*University of Florida*) *Royal H. Gibson Sr. Professor of Marketing*. Professor. Personal selling and sales management; multivariate data analysis; customer relationship management (CRM); customer satisfaction and customer loyalty.

Trina Larsen Andras, PhD (*University of Texas at Austin*) *Head of the Department of Marketing; Academic Director, Center for Corporate Research Management*. Professor. International marketing, marketing channels management, cross-cultural communication.

Boryana Dimitrova, PhD (*Drexel University*). Assistant Clinical Professor. Global marketing, inter-organizational, marketing channels, retailing and retail management.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Advertising strategy, product assortment decisions, new product positioning, distribution channels. Marketing analytics and big data, marketing communications, marketing research, marketing strategy, technology and innovation.

Lawrence Duke, MBA (*Harvard Business School*). Associate Clinical Professor. International marketing and strategy, new product development, business-to-business marketing, marketing of financial services.

Elea Feit, PhD (*University of Michigan*) *Department of Marketing*. Assistant Professor. Bayesian hierarchical models, interactive (eCommerce), marketing research, missing data.

Michael Howley, PhD (*Arizona State University*). Associate Clinical Professor. Investments in dissatisfied customers, service recovery, health-care marketing, marketing of service organizations, financial consequences of marketing actions.

Yanliu Huang, PhD (*The Wharton School, University of Pennsylvania*). Assistant Professor. Consumer n-store decision making, consumer planning, health marketing, memory and learning.

Daniel Korschun, PhD (*Boston University*). Assistant Professor. Brand and corporate reputation management, corporate social responsibility, internal marketing, marketing strategy, relationship marketing.

Hyokjin Kwak, PhD (*University of Georgia*) *Department of Marketing*. Associate Professor. Advertising effects, consumer behaviors and e-commerce.

Bert Rosenbloom, PhD (*Temple University*) *Rauth Chair of Electronic Commerce*. Professor. Marketing channels and distribution systems,

electronic commerce, inter-organizational marketing management, wholesale and retail distribution, marketing strategy and planning.

Prashant Srivastava, PhD (*Oklahoma State University*) *Department of Marketing*. Associate Clinical Professor. New product development, supply chain management, B2B marketing, sales, strategic alliances, organizational learning, market orientation, healthcare marketing, and database marketing.

Rajneesh Suri, PhD (*University of Illinois at Urbana-Champaign*) *Associate Dean for Research, Marketing Department*. Professor. Pricing, promotions and branding.

Srinivasan Swaminathan, PhD (*University of Texas-Austin*). Professor. Marketing research and strategy, pricing and promotions, loyalty and satisfaction.

Chen Wang, PhD (*University of British Columbia*). Assistant Professor. Consumer curiosity, self-regulation and goals, sensory perception.

Executive MBA Program

Major: Business Administration
Degree Awarded: Master of Business Administration (MBA)
Calendar Type: Quarter
Minimum Required Credits: 46.0
Classification of Instructional Programs (CIP) code: 52.0201
Standard Occupational Classification (SOC) code: 11-1021

About the Program

The Executive MBA program is designed to equip driven and determined executives, entrepreneurs and professionals to be leaders and changemakers focused on real-world solutions. Students have an average of 15 years of professional experience (and a minimum of seven years), are currently in managerial or managerial-track positions and possess a demonstrated mastery of problem-solving and the ability to perform at a high level. Working within an intimate cohort with diverse experiences and backgrounds, Executive MBA students complete a robust, cross-disciplinary, hybrid plan of study with an emphasis on strategic leadership and business solutions. Throughout the program, students collaborate in high-performance teams, which enable them to gain diverse perspectives and learn new strategies for problem-solving. The program includes comprehensive leadership self-assessment tools, including an executive coach to help design and implement a personal career development plan and reinforce leadership skills. During the program, students will have the opportunity to choose electives from an array of contemporary interdisciplinary courses.

Through their professional experience and academic research, our world-class faculty foster an environment where applied learning and real-world application is an integral part of the experience. Highly engaged Executive MBA alumni further enhance this close-knit community, opening their doors to help students build connections and uncover opportunities to benefit their careers.

Program Delivery

This accelerated — not abbreviated — program completes in 16 months. Courses are primarily delivered in multi-day live sessions — in person or remote — with accompanying online asynchronous elements. The program begins with a five-day campus residency, providing an opportunity for the cohort to get to know each other and our expert faculty, and ends with an executive capstone experience that aims to synthesize

what students have learned throughout their experience. At the program’s midpoint, students participate in an international residency abroad that provides them with a global perspective to the coursework and workplace experiences.

Additional Information

For additional information about the program, visit the Executive MBA (<http://www.lebow.drexel.edu/academics/graduate/mba/executive-mba/>) webpage.

Admission Requirements

The Executive MBA program has separate admission procedures. A personal interview is required. Students admitted to the program have an average of 15 years work experience and significant potential for advancement in their organizations. A minimum of 7 years of professional experience (including 2 years of management) is required. Students must be admitted to the Executive MBA program to register for Executive MBA cohorted classes.

Additional Information

For more information, please contact:

Mark Dierkes
Director of Recruitment
Executive MBA Program
215-571-3272
med24@drexel.edu

Degree Requirements

Required Courses		
ACCT 603	Strategic Cost Management	3.0
BLAW 520	Legal Considerations for Business Practices	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
FIN 609	Value Creation Across the Enterprise	4.0
INTB 790	International Business Seminar and Residency	3.0
MGMT 520	Strategy Analysis	2.0
MGMT 620	Executive Capstone: Leading for Innovation	3.0
MGMT 690	Change Management Experiential Capstone	3.0
MIS 612	Aligning Information Systems and Business Strategies	3.0
MKTG 510	Marketing Strategy	2.0
ORGB 510	Leading in Dynamic Environments	2.0
ORGB 640	Negotiations for Leaders	3.0
POM 510	Operations and Supply Chain Management	2.0
Free Executive Electives		5.0
Total Credits		46.0

Sample Plan of Study

Accelerated 16-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
FIN 609	4.0 ACCT 603	3.0 FIN 601	3.0 BSAN 601	3.0
MGMT 520	2.0 ORGB 640	3.0 INTB 790	3.0 ORGB 510	2.0
MKTG 510	2.0 POM 510	2.0 Free Executive Elective	2.0 Free Executive Elective	3.0
8		8	8	8

Second Year

Fall	Credits Winter	Credits
BLAW 520	2.0 MGMT 620	3.0
ECON 601	3.0 MGMT 690	3.0
MIS 612	3.0	
8		6

Total Credits 46

Finance MBA

*Major: Finance**Degree Awarded: Master of Business Administration (MBA)**Calendar Type: Quarter**Minimum Required Credits: 48.0**Classification of Instructional Programs (CIP) code: 52.1399**Standard Occupational Classification (SOC) code: 11-1021*

About the Program

The MBA with a STEM-designated concentration in finance can help you advance your career and develop a deeper understanding of the daily challenges financial professionals face in today's business world. The program's specialized training and flexible curriculum enable you to pursue advanced career opportunities and tackle greater difficulties in the workplace.

The recommended plan of study for Drexel LeBow's MBA degree with a concentration in finance prepares graduate students to understand how to access, invest and allocate capital from the viewpoint of both the firm and the investor. Whether you are looking to launch a career in finance and investing or advance your career in business finance, LeBow's MBA finance concentration will equip you with skills in mathematics, economics, risk management and more.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

Degree Requirements

Required Courses

ACCT 510	Essentials of Financial Reporting	3.0
BLAW 510	Analyzing Legal Options in Decision-Making	3.0
BUSN 610	Strategic Career Management & Professional Development	3.0
or BUSN 611	Strategic Career Advancement for Professionals	
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 529	Strategic Management	3.0
MKTG 601	Marketing Strategy & Planning	3.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
POM 601	Operations and Supply Chain Management	3.0

Experiential Requirement

Select one course from the following: 3.0

BUSN 615	Graduate Internship
INDS T680	Special Topics in Interdisciplinary Business
INTB 790	International Business Seminar and Residency
MGMT 690	Change Management Experiential Capstone
MGMT 715	Business Consulting
MGMT 770	MBA Capstone
MKTG 627	Digital Marketing
MIS 652	Business Agility and IT
MIS 653	Design Thinking for Digital Innovations
ORGB 620	Leading Virtual Teams
ORGB 640	Negotiations for Leaders
SMT 621	Leadership in Sport Management
TAX 715	Tax Experiential Learning

Finance Major Requirements

Select three from FIN (Finance) with course numbers 602-699 9.0

Free Electives 6.0

Total Credits 48.0

Sample Plan of Study

18-Month Plan of Study

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 MGMT 529	3.0
BSAN 601	3.0 FIN 601	3.0 Finance Major Elective	3.0 Experiential Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0		
ORGB 511	3.0 POM 601	3.0		
12		12	6	6

Second Year

Fall	Credits Winter	Credits
Elective	3.0 Elective	3.0
Finance Major Elective	3.0 Finance Major Elective	3.0
6		6

Total Credits 48

15-Month Plan of Study

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 Elective	3.0
BSAN 601	3.0 FIN 601	3.0 MGMT 529	3.0 Experiential Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0 Finance Major Electives	6.0	
ORGB 511	3.0 POM 601	3.0		
12		12	12	6

Second Year

Fall	Credits
Finance Major Elective	3.0
Elective	3.0
6	

Total Credits 48

12-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 Electives	6.0
BSAN 601	3.0 FIN 601	3.0 MGMT 529	3.0 Experiential Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0 Finance Major Electives	6.0 Finance Major Elective	3.0
ORGB 511	3.0 POM 601	3.0		
	12	12	12	12
Total Credits 48				

Part-Time MBA Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 BSAN 601	3.0 MGMT 529	3.0
ORGB 511	3.0 FIN 601	3.0 MKTG 601	3.0 Elective	3.0
	6	6	6	6
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 610 or 611	3.0 POM 601	3.0 ECON 601	3.0 Electives	3.0
Finance Major Elective	3.0 Finance Major Elective	3.0 Finance Major Elective	3.0 Experiential Elective	3.0
	6	6	6	6
Total Credits 48				

Program Level Outcomes

Upon completion of the program, graduates will be prepared to:

- Know how to identify profitable corporate projects with net present value and internal rate of return analysis.
- Know the pros and cons of financing alternatives and the key differences between debt and equity financing.
- Understand the relationship between risk and return, and the principle and diversification.

General Business MBA

Major: General Business

Degree Awarded: Master of Business Administration (MBA)

Calendar Type: Quarter

Minimum Required Credits: 48.0

Classification of Instructional Programs (CIP) code: 52.0201

Standard Occupational Classification (SOC) code: 11-1021

About the Program

The MBA degree with a concentration in general business equips students with a thorough understanding of theory and practice in the fundamental areas of business, such as accounting, economics, finance, management and marketing. This concentration is intended for business students who wish to gain breadth within their graduate studies. Students will develop the skills and competencies necessary for success across a diverse spectrum of business organizations.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

Degree Requirements

Required Courses		
ACCT 510	Essentials of Financial Reporting	3.0
BLAW 510	Analyzing Legal Options in Decision-Making	3.0
BUSN 610 or BUSN 611	Strategic Career Management & Professional Development Strategic Career Advancement for Professionals	3.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 529	Strategic Management	3.0
MKTG 601	Marketing Strategy & Planning	3.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
POM 601	Operations and Supply Chain Management	3.0
Experiential Requirement		
Select one course from the following:		3.0
BUSN 615	Graduate Internship	
INDS T680	Special Topics in Interdisciplinary Business	
INTB 790	International Business Seminar and Residency	
MGMT 690	Change Management Experiential Capstone	
MGMT 715	Business Consulting	
MGMT 770	MBA Capstone	
MIS 652	Business Agility and IT	
MIS 653	Design Thinking for Digital Innovations	
MKTG 627	Digital Marketing	
ORGB 620	Leading Virtual Teams	
ORGB 640	Negotiations for Leaders	
SMT 621	Leadership in Sport Management	
TAX 715	Tax Experiential Learning	
General Business Major Requirements		
Select 9.0 credits from the same subject code from the following 500-700 level courses:		9.0
Any ACCT (Accounting)		
Any BLAW (Legal Studies)		
Any BUSN (General Business)		
Any ECON (Economics)		
Any FIN (Finance)		
Any INDS (Interdisciplinary Business)		
Any INTB (International Business)		
Any MGMT (Management)		
Any MIS (Management Information System)		
Any MKTG (Marketing)		
Any OPR (Operations Research)		
Any ORGB (Organizational Behavior)		
Any POM (Production Operations Management)		
Any SMT (Sport Management)		
Any STAT (Business Statistics)		

Any TAX (Taxation)	
Free Electives	6.0
Total Credits	48.0

Sample Plan of Study

18-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 MGMT 529	3.0
BSAN 601	3.0 FIN 601	3.0 General Business Major Elective *	3.0 Experiential	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0		
ORGB 511	3.0 POM 601	3.0		
	12	12	6	6
Second Year				
Fall	Credits Winter	Credits		
General Business Major Elective *	3.0 General Business Major Elective	3.0		
Elective	3.0 Elective	3.0		
	6	6		
Total Credits 48				

*

General Business Major credits require three business courses with distinct subject codes and course number range 500-799. Allowable options for the subject codes are Accounting (ACCT), Statistics (STAT), Economics (ECON), Finance (FIN), General Business (BUSN), Interdisciplinary Business (INDS), International Business (INTB), Legal Studies (BLAW), Management (MGMT), Management Information Systems (MIS), Marketing (MKTG), Operations Research (OPR), Organizational Behavior (ORGB), Production Operations Management (POM), Sport Management (SMT) or Taxation (TAX).

15-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 Elective	3.0
BSAN 601	3.0 FIN 601	3.0 MGMT 529	3.0 Experiential Elective	3.0
BUSN 610	3.0 MKTG 601	3.0 General Business Major Electives *	6.0	
ORGB 511	3.0 POM 601	3.0		
	12	12	12	6
Second Year				
Fall	Credits			
General Business Major Elective *	3.0			
Elective	3.0			
	6			
Total Credits 48				

*

General Business Major credits require three business courses with distinct subject codes and course number range 500-799. Allowable options for the subject codes are Accounting (ACCT), Statistics (STAT), Economics (ECON), Finance (FIN), General Business (BUSN), Interdisciplinary Business (INDS), International Business (INTB), Legal Studies (BLAW), Management (MGMT), Management Information Systems (MIS), Marketing (MKTG), Operations Research (OPR), Organizational Behavior (ORGB), Production Operations Management (POM), Sport Management (SMT) or Taxation (TAX).

12-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 Electives	6.0
BSAN 601	3.0 FIN 601	3.0 MGMT 529	3.0 Experiential Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0 General Business Major Electives *	6.0 General Business Major Elective *	3.0
ORGB 511	3.0 POM 601	3.0		
	12	12	12	12
Total Credits 48				

*

General Business Major credits require three business courses with distinct subject codes and course number range 500-799. Allowable options for the subject codes are Accounting (ACCT), Statistics (STAT), Economics (ECON), Finance (FIN), General Business (BUSN), Interdisciplinary Business (INDS), International Business (INTB), Legal Studies (BLAW), Management (MGMT), Management Information Systems (MIS), Marketing (MKTG), Operations Research (OPR), Organizational Behavior (ORGB), Production Operations Management (POM), Sport Management (SMT) or Taxation (TAX).

24-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 BSAN 601	3.0 MGMT 529	3.0
ORGB 511	3.0 FIN 601	3.0 MKTG 601	3.0 Elective	3.0
	6	6	6	6
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 610 or 611	3.0 POM 601	3.0 ECON 601	3.0 Electives	3.0
General Business Major Elective *	3.0 General Business Major Elective *	3.0 General Business Major Elective *	3.0 Experiential Elective	3.0
	6	6	6	6
Total Credits 48				

★

General Business Major credits require three business courses with distinct subject codes and course number range 500-799. Allowable options for the subject codes are Accounting (ACCT), Statistics (STAT), Economics (ECON), Finance (FIN), General Business (BUSN), Interdisciplinary Business (INDS), International Business (INTB), Legal Studies (BLAW), Management (MGMT), Management Information Systems (MIS), Marketing (MKTG), Operations Research (OPR), Organizational Behavior (ORGB), Production Operations Management (POM), Sport Management (SMT) or Taxation (TAX).

Health Administration MHA

Major: Health Administration

Degree Awarded: Master of Health Administration (MHA)

Calendar Type: Quarter

Minimum Required Credits: 45.0

Co-op Option: None

Classification of Instructional Programs (CIP) code: 51.0701

Standard Occupational Classification (SOC) code: 11-9111

About the Program

The Master of Health Administration program consists of 10 core courses, one on-site residency and two elective courses for a total of 45.0-46.0 credits. All courses, except for the residency, will be conducted online through Drexel University Online (<http://online.drexel.edu/online-degrees/nursing-degrees/mha/>). The residency, based at Drexel University's University City campus, is designed to provide students with a full master's level collaborative experience with on-campus and/or community activities and the experience of working directly with health care or public health service organizations to improve the planning, delivery and evaluation of these services. Students will be prepared for leadership roles in health-related businesses or organizations.

The program is designed for experienced health care professionals seeking to explore the three areas of health leadership - transformation, execution and people. The program's curriculum is grounded in the business of health care with every class focusing on real-life application to some aspect of the health care industry. The curriculum is led by experienced on-campus faculty and addresses three core areas:

- Business of Health Management
- Health Methodologies
- Healthcare Policy and Health System

Students collaborate to produce an Applied Management Project which will be assigned in groups as a culminating project for the program. In this project, students will apply management tools and/or research tools to address particular administrative challenges, assuring that students think at an organizational level and use particular strategies to respond to change.

In addition to the content of the Applied Management Project, self-confidence and self-development are integrated in the management courses and the on-campus portion of the program, which encourages self-reflection, application of theoretical perspectives and synthesis of data and management tools. In the online portion of the course, students engage in threaded discussions with classmates about their completed projects.

This curriculum is designed to help students achieve their goals on a timeline that fits their lifestyle and allows a student to graduate in 18 months up to three years. Students also have the option to enter during the fall or spring term.

Additional Information

For more information, please contact LeBow's Graduate Student Services office at lebowgradenroll@drexel.edu.

Degree Requirements

REQUIRED COURSES

HSAD 500	Historical Influences on the US Healthcare System	4.0
HSAD 501	Managerial Epidemiology	3.0
HSAD 505	Ethical and Legal Issues in Healthcare Management and Policy	4.0
HSAD 515	Practice issues in Healthcare Management	4.0
HSAD 522	Applied Management Project	4.0
HSAD 525	National Health Expenditures	4.0
HSAD 530	Politics and Policy of Healthcare Resources	4.0
HSAD 540	Resources, Recruitment and Retention in Healthcare	4.0
HSAD 550	Strategic Planning for Healthcare Administration	4.0
IPS 564	The Business of Healthcare	3.0

ELECTIVE COURSES (Choice of 2)

HSAD 527	Intro to Long Term Care & Post Acute Care Admin	
HSAD 555	Aging & Disability Policy in the US	
HSAD 560	Advanced Healthcare Marketing	
HSAD 561	Risk Management	
HSAD 562	Group Dynamics & Leadership in Health Care Management	
HSAD 565	Global Health and Management Issues	
HSAD 566	Evaluation and Assessment of Healthcare Systems	
IPS 562	Comparative Health Systems	

Total Credits **45.0-46.0**

Sample Plan of Study

Two Year Sample Plan of Study FALL ADMISSION

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
HSAD 501	3.0 HSAD 500	4.0 HSAD 515	4.0 HSAD 522**	4.0
HSAD 505	4.0 Elective *	3.0-4.0 HSAD 550	4.0 HSAD 540	4.0
	7	7-8	8	8

Second Year

Fall	Credits Winter	Credits
HSAD 525	4.0 IPS 564	3.0
HSAD 530	4.0 Elective	4.0
	8	7

Total Credits 45-46

★

Student is able to take one 3-credit elective only

★★

Course is typically delivered intensively as a residential course in week 1 of Summer Quarter

Three Year Sample Plan of Study FALL ADMISSION

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
HSAD 505	4.0 HSAD 500	4.0 HSAD 550	4.0 Elective	4.0
	4	4	4	4
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
HSAD 501	3.0 HSAD 530	4.0 HSAD 515	4.0 HSAD 522**	4.0
			Elective *	3.0-4.0
	3	4	4	7-8
Third Year				
Fall	Credits Winter	Credits Spring	Credits	
HSAD 525	4.0 IPS 564	3.0 HSAD 540	4.0	
	4	3	4	
Total Credits 45-46				

*

Student is able to take one 3-credit elective only

**

Course is typically delivered intensively as a residential course in week 1 of Summer Quarter

Two Year Sample Plan of Study SPRING ADMISSION

First Year				
		Spring	Credits Summer	Credits
		HSAD 501	3.0 HSAD 500	4.0
		HSAD 505	4.0 Elective	4.0
			7	8
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
HSAD 525	4.0 IPS 564	3.0 HSAD 515	4.0 HSAD 522**	4.0
HSAD 530	4.0 Elective	3.0-4.0 HSAD 550	4.0 HSAD 540	4.0
	8	6-7	8	8
Total Credits 45-46				

Three Year Sample Plan of Study SPRING ADMISSION

First Year				
		Spring	Credits Summer	Credits
		HSAD 505	4.0 HSAD 500	4.0
			4	4
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
HSAD 501	3.0 Elective	4.0 HSAD 540	4.0 HSAD 550	4.0
	3	4	4	4
Third Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
IPS 564	3.0 HSAD 525	4.0 HSAD 515	4.0 HSAD 522**	4.0
			Elective	3.0-4.0
	3	4	4	7-8
Fourth Year				
Fall	Credits			
HSAD 530	4.0			
	4			
Total Credits 45-46				

Program Level Outcomes

Upon completion of the program, graduates will be prepared to:

- Describe methods for summarizing health and epidemiological data and use those methods to analyze statistical data sets.
- Identify ethical principles relevant to health care systems to analyze health care or health administrative issues based on these principles.
- Analyze which method of quality management is most appropriate given a specific health care environment.
- Apply economic concepts and economic analysis to examine health care expenditures in the delivery of health services propose solutions based on the results.
- Describe the major components of organizational structure (e.g., structure, vision, mission) and identify how they affect health care business and apply tools in human resources management to health care environment (e.g., employee selection, training and development, performance management and performance appraisal) in the context of current legal responsibilities.
- Apply the appropriate financial management tools in a health care delivery system, for the purpose of planning, budgeting and financial analysis.
- Describe the major components of a healthcare organization's strategic planning process, apply appropriate environmental assessments and identify key components of market analysis.
- Conduct policy analysis on current health policy issues based on the role of all branches of government and the role of regulation at federal, state and local authority in health matters, including environmental health and workplace safety.
- Identify the political, legal and regulatory factors that presented avenues and obstacles for health care delivery, explain the importance of the historical foundation of American values, culture and norms in the evolution of health care system changes and discuss the implications of the historical events and patterns on the health of the US population.

Leadership MBA

Major: Leadership

Degree Awarded: Master of Business Administration (MBA)

Calendar Type: Quarter

Minimum Required Credits: 48.0

Classification of Instructional Programs (CIP) code: 52.0201

Standard Occupational Classification (SOC) code: 11-1021

About the Program

Being a leader is not simply having a title and the ability to delegate. It requires an understanding of the myriad dimensions of leadership, from the makeup of your team to remote team management to empowering your team to excel.

Focused on current leadership methods, this degree program will help you develop into a well-rounded leader, whether you are in a leadership position for the first time, or you've been a long-term leader and are simply looking to refresh and enhance your leadership skills. You will take what you learn in class today and apply it at work tomorrow.

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Admission Requirements

Prior Academic Accomplishments: All coursework taken prior to application will be examined, paying particular attention to the specific courses that have been completed. Applicants should have attained a minimum grade point average (GPA) of 3.0 (on a 4.0) scale for all undergraduate coursework completed.

Graduate Record Examination (GRE) or Graduate Management Aptitude Test (GMAT): Applicants are required to submit GRE or GMAT scores. Scores of more than five years old are not accepted.

Test of English as a Foreign Language (TOEFL): Applicants whose native language is not English and who have not already received a degree from a U.S. university must also submit scores from the Test of English as a Foreign Language (TOEFL).

Personal Statement/Essay: Each applicant must submit a personal statement. The personal statement should explain the applicant's educational and personal experiences that have influenced the decision to pursue an MS and should discuss the candidate's career plans and goals.

Letters of Recommendation: Two letters of recommendation must be submitted in support of the application. Applicants are strongly encouraged to seek recommendations from academics or other professionals who can assess the applicant's likelihood of success in the program.

Degree Requirements

Required Courses

ACCT 510	Essentials of Financial Reporting	3.0
BLAW 510	Analyzing Legal Options in Decision-Making	3.0
BSAN 601	Business Analytics for Managers	3.0
BUSN 610	Strategic Career Management & Professional Development	3.0
or BUSN 611	Strategic Career Advancement for Professionals	
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
MGMT 529	Strategic Management	3.0
MKTG 601	Marketing Strategy & Planning	3.0
POM 601	Operations and Supply Chain Management	3.0

Experiential Requirement

Select one course from the following:		3.0
BUSN 615	Graduate Internship	
INDS T680	Special Topics in Interdisciplinary Business	
INTB 790	International Business Seminar and Residency	
MGMT 690	Change Management Experiential Capstone	
MGMT 715	Business Consulting	
MGMT 770	MBA Capstone	
MIS 652	Business Agility and IT	
MIS 653	Design Thinking for Digital Innovations	
MKTG 627	Digital Marketing	
ORGB 620	Leading Virtual Teams	
ORGB 640	Negotiations for Leaders	
SMT 621	Leadership in Sport Management	
TAX 715	Tax Experiential Learning	

Leadership Major Requirements

Select three of the following:		9.0
MGMT 610	Artificial Intelligence in Strategic Decision Making	
MGMT 660	Leading the Digital Supply Chain	
MGMT 670	Business Ethics	
MGMT 676	Sustainability and Value Creation	

MGMT 680	Leading for Innovation	
ORGB 620	Leading Virtual Teams	
ORGB 640	Negotiations for Leaders	
Free Electives		6.0
Total Credits		48.0

Sample Plan of Study

18-Month Plan of Study

First Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
ACCT 510	3.0	BLAW 510	3.0	ECON 601	3.0	MGMT 529	3.0
BSAN 601	3.0	FIN 601	3.0	Leadership Major Elective	3.0	Experiential Elective	3.0
BUSN 610 or 611	3.0	MKTG 601	3.0				
ORGB 511	3.0	POM 601	3.0				
	12		12		6		6

Second Year		
Fall	Credits Winter	Credits
Leadership	3.0 Elective	3.0
Major		
Electives		
Elective	3.0 Leadership	3.0
	Major	
	Elective	
	6	6

Total Credits 48

15-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 Elective	3.0
BSAN 601	3.0 FIN 601	3.0 MGMT 529	3.0 Experiential Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0 Leadership Major Electives	6.0	
ORGB 511	3.0 POM 601	3.0		
	12	12	12	6

Second Year	
Fall	Credits
Leadership	3.0
Major Elective	
Elective	3.0
6	

Total Credits 48

12-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 Electives	6.0
BSAN 601	3.0 FIN 601	3.0 MGMT 529	3.0 Experiential Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0 Leadership Major Electives	6.0 Leadership Major Elective	3.0
ORGB 511	3.0 POM 601	3.0		
	12	12	12	12

Total Credits 48

24-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 BSAN 601	3.0 MGMT 529	3.0
ORGB 511	3.0 FIN 601	3.0 MKTG 601	3.0 Elective	3.0
	6	6	6	6
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 610 or 611	3.0 POM 601	3.0 ECON 601	3.0 Elective	3.0
Leadership Major Elective	3.0 Leadership Major Elective	3.0 Leadership Major Elective	3.0 Experiential Elective	3.0
	6	6	6	6
Total Credits 48				

Marketing MBA

Major: Marketing

Degree Awarded: Master of Business Administration (MBA)

Calendar Type: Quarter

Minimum Required Credits: 48.0

Classification of Instructional Programs (CIP) code: 52.0201

Standard Occupational Classification (SOC) code: 11-1021

About the Program

Graduate students looking to advance their skills in marketing and communications for career advancement purposes can benefit from pursuing an MBA degree with a concentration in marketing at the Drexel LeBow College of Business (<https://www.lebow.drexel.edu/academics/graduate/>).

A marketing concentration as part of your MBA degree program will prepare you to research and identify audience trends to develop successful business strategies. You will learn to think like a customer and lead with distinction in the dynamic marketing field.

By combining these skills with the vast network of professionals you will connect with during your time in the MBA program, you will build your network and steer your career in the right direction.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

Degree Requirements

Required Courses		
ACCT 510	Essentials of Financial Reporting	3.0
BLAW 510	Analyzing Legal Options in Decision-Making	3.0
BSAN 601	Business Analytics for Managers	3.0
BUSN 610	Strategic Career Management & Professional Development	3.0

or BUSN 611	Strategic Career Advancement for Professionals	
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 529	Strategic Management	3.0
MKTG 601	Marketing Strategy & Planning	3.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
POM 601	Operations and Supply Chain Management	3.0
Experiential Requirement		
Select one course from the following:		3.0
BUSN 615	Graduate Internship	
INDS T680	Special Topics in Interdisciplinary Business	
INTB 790	International Business Seminar and Residency	
MGMT 690	Change Management Experiential Capstone	
MGMT 715	Business Consulting	
MGMT 770	MBA Capstone	
MIS 652	Business Agility and IT	
MIS 653	Design Thinking for Digital Innovations	
MKTG 627	Digital Marketing	
ORGB 620	Leading Virtual Teams	
ORGB 640	Negotiations for Leaders	
SMT 621	Leadership in Sport Management	
TAX 715	Tax Experiential Learning	
Marketing Major Requirements		
Select three from the following:		9.0
Any MKTG course numbered 500-799		
Free Electives		6.0
Total Credits		48.0

Sample Plan of Study

18-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 MGMT 529	3.0
BSAN 601	3.0 FIN 601	3.0 Marketing Major Elective	3.0 Experiential Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0		
ORGB 511	3.0 POM 601	3.0		
	12	12	6	6
Second Year				
Fall	Credits Winter	Credits		
Elective	3.0 Marketing Major Elective	3.0		
Marketing Major Elective	3.0 Elective	3.0		
	6	6		
Total Credits 48				

15-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 Elective	3.0
BSAN 601	3.0 FIN 601	3.0 MGMT 529	3.0 Experiential Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0 Marketing Major Electives	6.0	

ORGB 511	3.0	POM 601	3.0	
	12	12	12	6
Second Year				
Fall	Credits			
Marketing	3.0			
Major				
Elective				
Elective	3.0			
	6			
Total Credits 48				

12-Month Plan of Study

First Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
ACCT 510	3.0	BLAW 510	3.0	ECON 601	3.0	Electives	6.0
BSAN 601	3.0	FIN 601	3.0	MGMT 529	3.0	Experiential Elective	3.0
BUSN 610 or 611	3.0	MKTG 601	3.0	Marketing Major Electives	6.0	Marketing Major Electives	3.0
ORGB 511	3.0	POM 601	3.0				
12		12		12		12	
Total Credits 48							

24-Month Plan of Study

First Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
ACCT 510	3.0	BLAW 510	3.0	BSAN 601	3.0	MGMT 529	3.0
ORGB 511	3.0	FIN 601	3.0	MKTG 601	3.0	Elective	3.0
6		6		6		6	
Second Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
BUSN 610 or 611	3.0	POM 601	3.0	ECON 601	3.0	Elective	3.0
Marketing Major Elective	3.0	Marketing Major Elective	3.0	Marketing Major Elective	3.0	Experiential Elective	3.0
6		6		6		6	
Total Credits 48							

Marketing Leadership MSM

Major: Marketing Leadership
Degree Awarded: Master of Science in Marketing (MSM)
Calendar Type: Quarter
Minimum Required Credits: 45.0
Classification of Instructional Programs (CIP) code: 52.1401
Standard Occupational Classification (SOC) code: 11-2021

About the Program

Students who pursue the Marketing Leadership major become nimble leaders ready for success in today's evolving and disruption-prone markets. They enhance their interpersonal skills and learn to optimize team performance — both crucial assets in the trend toward flatter, matrix-style and virtual business structures. Courses teach how to build competitive value with brand and reputation marketing and understand the unique demands of service organizations. This major is excellent preparation for positions such as account executive, brand manager, advertising/promotion manager and marketing manager.

Additional Information

For more information, please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements web page (<https://www.lebow.drexel.edu/admissions/graduate-admissions/graduate-application-requirements/>) before submitting your application.

Degree Requirements

Required Core		
BLAW 621	Legal Issues in Business	3.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
Required Marketing Core		
BSAN 601	Business Analytics for Managers	3.0
MKTG 601	Marketing Strategy & Planning	3.0
MKTG 606	Customer Analytics	3.0
MKTG 622	Buyer Behavior Theory	3.0
MKTG 627	Digital Marketing	3.0
MKTG 652	Marketing Information Management and Research	3.0
Select three (3) from the following Major courses:		9.0
MGMT 676	Sustainability and Value Creation	
MKTG 646	Services Marketing	
MKTG 654	Corporate Brand & Reputation Management	
ORGB 620	Leading Virtual Teams	
Electives (Select three (3) from the following)		9.0
COM 586	Strategic International Communication	
COM 610	Theories of Communication and Persuasion	
DIGM 511	Research Methods for Digital Media	
FIN 601	Corporate Financial Management	
INFO 590	Foundations of Data and Information	
INFO 623	Social Network Analytics	
MKTG 630	Global Marketing	
MKTG 638	New Product Planning, Strategy, and Development	
MKTG 646	Services Marketing	
MKTG 654	Corporate Brand & Reputation Management	
MKTG T680	Special Topics in Marketing	
Experiential Learning (Select one (1) of the following)		3.0
BUSN 615	Graduate Internship	
INTB 790	International Business Seminar and Residency	
MGMT 680	Leading for Innovation	
MGMT 715	Business Consulting	
ORGB 640	Negotiations for Leaders	
Total Credits		45.0

Sample Plan of Study

Full-Time

First Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
BLAW 621	3.0	MKTG 622	3.0	MKTG 606	3.0	MKTG 627	3.0
BSAN 601	3.0	ORGB 511	3.0	Major Course	3.0	Required Experiential Course	3.0

MKTG 601	3.0 Major Course	3.0 Elective Course	3.0 Elective Course	3.0
	9	9	9	9
Second Year				
Fall	Credits			
MKTG 652	3.0			
Major Course	3.0			
Elective Course	3.0			
	9			
Total Credits 45				

Part-Time

First Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
BLAW 621	3.0	MKTG 622	3.0	BSAN 601	3.0	MKTG 627	3.0
MKTG 601	3.0	ORGB 511	3.0	Major Course	3.0	Experiential Course	3.0
6		6		6		6	
Second Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
MKTG 652	3.0	Major Course	3.0	MKTG 606	3.0	Elective Course *	3.0
Major Course	3.0	Elective Course	3.0	Elective Course	3.0		
6		6		6		3	
Total Credits 45							

*

Note: This term is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

Program Level Outcomes

Upon completion of the program, graduates will be prepared to:

- Develop and cultivate leadership skills essential for managing marketing teams, fostering innovation, and driving organizational change in marketing practices.
- Develop expertise in making informed and strategic marketing decisions that deliver value to customers and society based on market analysis, consumer behavior insights, and industry trends.
- Emphasize ethical decision-making, sustainability, and social responsibility within marketing leadership, understanding the impact of marketing decisions on stakeholders, communities, and society.
- Hone communication skills necessary for effective leadership, including persuasive communication, negotiation, and the ability to convey complex marketing strategies to various stakeholders,

Marketing Faculty

Rolph E. Anderson, PhD (*University of Florida*) *Royal H. Gibson Sr. Professor of Marketing*. Professor. Personal selling and sales management; multivariate data analysis; customer relationship management (CRM); customer satisfaction and customer loyalty.

Trina Larsen Andras, PhD (*University of Texas at Austin*) *Head of the Department of Marketing; Academic Director, Center for Corporate Research Management*. Professor. International marketing, marketing channels management, cross-cultural communication.

Boryana Dimitrova, PhD (*Drexel University*). Assistant Clinical Professor. Global marketing, inter-organizational, marketing channels, retailing and retail management.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Advertising strategy, product assortment decisions, new product positioning, distribution channels. Marketing analytics and big data, marketing communications, marketing research, marketing strategy, technology and innovation.

Lawrence Duke, MBA (*Harvard Business School*). Associate Clinical Professor. International marketing and strategy, new product development, business-to-business marketing, marketing of financial services.

Elea Feit, PhD (*University of Michigan*) *Department of Marketing*. Assistant Professor. Bayesian hierarchical models, interactive (eCommerce), marketing research, missing data.

Michael Howley, PhD (*Arizona State University*). Associate Clinical Professor. Investments in dissatisfied customers, service recovery, health-care marketing, marketing of service organizations, financial consequences of marketing actions.

Yanliu Huang, PhD (*The Wharton School, University of Pennsylvania*). Assistant Professor. Consumer n-store decision making, consumer planning, health marketing, memory and learning.

Daniel Korschun, PhD (*Boston University*). Assistant Professor. Brand and corporate reputation management, corporate social responsibility, internal marketing, marketing strategy, relationship marketing.

Hyokjin Kwak, PhD (*University of Georgia*) *Department of Marketing*. Associate Professor. Advertising effects, consumer behaviors and e-commerce.

Bert Rosenbloom, PhD (*Temple University*) *Rauth Chair of Electronic Commerce*. Professor. Marketing channels and distribution systems, electronic commerce, inter-organizational marketing management, wholesale and retail distribution, marketing strategy and planning.

Prashant Srivastava, PhD (*Oklahoma State University*) *Department of Marketing*. Associate Clinical Professor. New product development, supply chain management, B2B marketing, sales, strategic alliances, organizational learning, market orientation, healthcare marketing, and database marketing.

Rajneesh Suri, PhD (*University of Illinois at Urbana-Champaign*) *Associate Dean for Research, Marketing Department*. Professor. Pricing, promotions and branding.

Srinivasan Swaminathan, PhD (*University of Texas-Austin*). Professor. Marketing research and strategy, pricing and promotions, loyalty and satisfaction.

Chen Wang, PhD (*University of British Columbia*). Assistant Professor. Consumer curiosity, self-regulation and goals, sensory perception.

Marketing Technology and Analytics MBA

Major: Marketing Technology and Analytics
Degree Awarded: Master of Business Administration (MBA)

Calendar Type: Quarter
Minimum Required Credits: 48.0
Classification of Instructional Programs (CIP) code: 52.1399
Standard Occupational Classification (SOC) code: 11-1021; 13-1161

About the Program

Drexel LeBow’s MBA with a STEM-designated concentration in marketing technology and analytics prepares you for a marketing career in technology-driven and data-rich environments. You will develop skills in marketing new technologies and learn to produce insight by employing many of today’s most advanced analytical techniques. In short, the program will expose you to the science of marketing.

By combining these skills with the vast network of professionals you will connect with during your time in the MBA program, you will build your network and be ready to tackle trends at the forefront of marketing.

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

Degree Requirements

Required Courses		
ACCT 510	Essentials of Financial Reporting	3.0
BLAW 510	Analyzing Legal Options in Decision-Making	3.0
BSAN 601	Business Analytics for Managers	3.0
BUSN 610	Strategic Career Management & Professional Development	3.0
or BUSN 611	Strategic Career Advancement for Professionals	
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 529	Strategic Management	3.0
MKTG 601	Marketing Strategy & Planning	3.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
POM 601	Operations and Supply Chain Management	3.0
Experiential Requirement		
Select one course from the following		3.0
BUSN 615	Graduate Internship	
INDS T680	Special Topics in Interdisciplinary Business	
INTB 790	International Business Seminar and Residency	
MGMT 690	Change Management Experiential Capstone	
MGMT 715	Business Consulting	
MGMT 770	MBA Capstone	
MIS 652	Business Agility and IT	
MKTG 627	Digital Marketing	
MIS 653	Design Thinking for Digital Innovations	
ORGB 620	Leading Virtual Teams	
ORGB 640	Negotiations for Leaders	
SMT 621	Leadership in Sport Management	
TAX 715	Tax Experiential Learning	
Marketing Technology & Analytics Major Requirements		
Select three of the following:		9.0
MKTG 606	Customer Analytics	

MKTG 607	Marketing Experiments	
MKTG 621	Marketing Technology and Automation	
MKTG 622	Buyer Behavior Theory	
MKTG 627	Digital Marketing	
MKTG 652	Marketing Information Management and Research	
Free Electives		6.0
Total Credits		48.0

Sample Plan of Study
18-Month Plan of Study

First Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
ACCT 510	3.0	BLAW 510	3.0	ECON 601	3.0	MGMT 529	3.0
BSAN 601	3.0	FIN 601	3.0	Marketing Technology & Analytics Major Elective	3.0	Experiential Elective	3.0
BUSN 610 or 611	3.0	MKTG 601	3.0				
ORGB 511	3.0	POM 601	3.0				
12		12		6		6	
Second Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
Marketing Technology & Analytics Major Electives	3.0	Marketing Technology & Analytics Major Elective	3.0				
Elective	3.0	Elective	3.0				
6		6					
Total Credits 48							

15-Month Plan of Study

First Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
ACCT 510	3.0	BLAW 510	3.0	ECON 601	3.0	Elective	3.0
BSAN 601	3.0	FIN 601	3.0	MGMT 529	3.0	Experiential Elective	3.0
BUSN 610 or 611	3.0	MKTG 601	3.0	Marketing Technology & Analytics Major Electives	6.0		
ORGB 511	3.0	POM 601	3.0				
12		12		12		6	
Second Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
Marketing Technology & Analytics Major Elective	3.0						
Elective	3.0						
6							
Total Credits 48							

12-Month Plan of Study

First Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
ACCT 510	3.0	BLAW 510	3.0	ECON 601	3.0	Electives	6.0
BSAN 601	3.0	FIN 601	3.0	MGMT 529	3.0	Experiential Elective	3.0

BUSN 610 or 611	3.0 MKTG 601	3.0 Marketing Technology & Analytics Major Electives	6.0 Marketing Technology & Analytics Major Elective	3.0
ORGB 511	3.0 POM 601	3.0		
12	12	12	12	12
Total Credits 48				

24-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 BSAN 601	3.0 MGMT 529	3.0
ORGB 511	3.0 FIN 601	3.0 MKTG 601	3.0 Elective	3.0
6	6	6	6	6
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
POM 601	3.0 ECON 601	3.0 ECON 601	3.0 Elective	3.0
Marketing Technology & Analytics Major Elective	3.0 Marketing Technology & Analytics Major Elective	3.0 Marketing Technology & Analytics Major Elective	3.0 Experiential Elective	3.0
6	6	6	6	6
Total Credits 48				

Program Level Outcomes

Upon completion of the program, graduates will be prepared to:

- make appropriate use of new technologies to better respond to the needs of customers and other stakeholders.
- employ quantitative analysis and scientific reasoning in order to generate novel and relevant ideas, strategies, approp

Marketing Technology and Analytics MSM

Major: Marketing Technology and Analytics

Degree Awarded: Master of Science in Marketing (MSM)

Calendar Type: Quarter

Minimum Required Credits: 45.0

Classification of Instructional Programs (CIP) code: 52.1399

Standard Occupational Classification (SOC) code: 13-1161

About the Program

The STEM-designated Marketing Technology and Analytics major teaches students how to use cutting-edge tools to turn big data into actionable insights. They learn how to deepen their statistical prowess by working with large business datasets, and they differentiate themselves in the new, data-driven environment by understanding experimental design and analysis.

The curriculum focuses on honing communication skills when presenting data findings and recommendations to leadership. This major positions graduates for jobs such as marketing analytics manager, digital marketing analyst, marketing research analyst, manager of strategy and insights, and paid search manager.

Additional Information

For more information, please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements web page (<https://www.lebow.drexel.edu/admissions/graduate-admissions/graduate-application-requirements/>) before submitting your application.

Degree Requirements

Required Core		
BLAW 621	Legal Issues in Business	3.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
Required Marketing Core		
BSAN 601	Business Analytics for Managers	3.0
MKTG 601	Marketing Strategy & Planning	3.0
MKTG 606	Customer Analytics	3.0
MKTG 622	Buyer Behavior Theory	3.0
MKTG 627	Digital Marketing	3.0
MKTG 652	Marketing Information Management and Research	3.0
Select three (3) from the following Major courses:		9.0
BSAN 615	Data Visualization & Analytics	
MKTG 607	Marketing Experiments	
OPR 601	Managerial Decision Models and Simulation	
STAT 632	Datamining for Managers	
Electives (Select three (3) from the following)		9.0
COM 586	Strategic International Communication	
COM 610	Theories of Communication and Persuasion	
DIGM 511	Research Methods for Digital Media	
FIN 601	Corporate Financial Management	
INFO 590	Foundations of Data and Information	
INFO 623	Social Network Analytics	
MKTG 630	Global Marketing	
MKTG 638	New Product Planning, Strategy, and Development	
MKTG 646	Services Marketing	
MKTG 654	Corporate Brand & Reputation Management	
MKTG T680	Special Topics in Marketing	
Experiential Learning (Select one (1) of the following)		3.0
BUSN 615	Graduate Internship	
INTB 790	International Business Seminar and Residency	
MGMT 680	Leading for Innovation	
MGMT 715	Business Consulting	
ORGB 640	Negotiations for Leaders	
Total Credits		45.0

Sample Plan of Study

Full-Time

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BLAW 621	3.0 MKTG 622	3.0 MKTG 606	3.0 MKTG 627	3.0
BSAN 601	3.0 ORGB 511	3.0 Major Course	3.0 Required Experiential Course	3.0

MKTG 601	3.0 Major Course	3.0 Elective Course	3.0 Elective Course	3.0
	9	9	9	9
Second Year				
Fall	Credits			
MKTG 652	3.0			
Major Course	3.0			
Elective Course	3.0			
	9			
Total Credits 45				

Part-Time

First Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
BLAW 621	3.0	MKTG 622	3.0	BSAN 601	3.0	MKTG 627	3.0
MKTG 601	3.0	ORGB 511	3.0	Major Course	3.0	Experiential Course	3.0
6		6		6		6	
Second Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
MKTG 652	3.0	Major Course	3.0	MKTG 606	3.0	Elective Course *	3.0
Major Course	3.0	Elective Course	3.0	Elective Course	3.0		
6		6		6		3	
Total Credits 45							

*

Note: This term is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

Program Level Outcomes

Upon completion of the program, graduates will be prepared to:

- Develop advanced quantitative and analytical skills essential for interpreting and analyzing marketing data, including statistical analysis, data mining, marketing experiments, and predictive modeling techniques.
- Acquire proficiency in interpreting marketing data and presenting insights effectively through data visualization tools and techniques, aiding in decision-making processes.
- Understand and apply key marketing metrics and performance indicators to measure and evaluate the effectiveness of marketing strategies, campaigns, and initiatives.
- Apply marketing analytics concepts and techniques in practical scenarios through case studies, projects, or internships, demonstrating the ability to derive actionable insights from data.
- Effectively communicate complex marketing analytics findings and recommendations to diverse stakeholders, including non-technical audiences, aiding in informed decision-making.

Marketing Faculty

Rolph E. Anderson, PhD (*University of Florida*) *Royal H. Gibson Sr. Professor of Marketing*. Professor. Personal selling and sales management; multivariate data analysis; customer relationship management (CRM); customer satisfaction and customer loyalty.

Trina Larsen Andras, PhD (*University of Texas at Austin*) *Head of the Department of Marketing; Academic Director, Center for Corporate Research Management*. Professor. International marketing, marketing channels management, cross-cultural communication.

Boryana Dimitrova, PhD (*Drexel University*). Assistant Clinical Professor. Global marketing, inter-organizational, marketing channels, retailing and retail management.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Advertising strategy, product assortment decisions, new product positioning, distribution channels. Marketing analytics and big data, marketing communications, marketing research, marketing strategy, technology and innovation.

Lawrence Duke, MBA (*Harvard Business School*). Associate Clinical Professor. International marketing and strategy, new product development, business-to-business marketing, marketing of financial services.

Elea Feit, PhD (*University of Michigan*) *Department of Marketing*. Assistant Professor. Bayesian hierarchical models, interactive (eCommerce), marketing research, missing data.

Michael Howley, PhD (*Arizona State University*). Associate Clinical Professor. Investments in dissatisfied customers, service recovery, health-care marketing, marketing of service organizations, financial consequences of marketing actions.

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Daniel Korschun, PhD (*Boston University*). Assistant Professor. Brand and corporate reputation management, corporate social responsibility, internal marketing, marketing strategy, relationship marketing.

Hyokjin Kwak, PhD (*University of Georgia*) *Department of Marketing*. Associate Professor. Advertising effects, consumer behaviors and e-commerce.

Bert Rosenbloom, PhD (*Temple University*) *Rauth Chair of Electronic Commerce*. Professor. Marketing channels and distribution systems, electronic commerce, inter-organizational marketing management, wholesale and retail distribution, marketing strategy and planning.

Prashant Srivastava, PhD (*Oklahoma State University*) *Department of Marketing*. Associate Clinical Professor. New product development, supply chain management, B2B marketing, sales, strategic alliances, organizational learning, market orientation, healthcare marketing, and database marketing.

Rajneesh Suri, PhD (*University of Illinois at Urbana-Champaign*) *Associate Dean for Research, Marketing Department*. Professor. Pricing, promotions and branding.

Srinivasan Swaminathan, PhD (*University of Texas-Austin*). Professor. Marketing research and strategy, pricing and promotions, loyalty and satisfaction.

Chen Wang, PhD (*University of British Columbia*). Assistant Professor. Consumer curiosity, self-regulation and goals, sensory perception.

Project Management MBA

Major: Project Management

Degree Awarded: Master of Business Administration (MBA)

Calendar Type: Quarter

Minimum Required Credits: 48.0

Classification of Instructional Programs (CIP) code: 52.0211

Standard Occupational Classification (SOC) code: 11-1021

About the Program

Project management focuses on managing teams of people and other resources in the planning, design, execution and implementation of various aspects of projects in practically every industry.

The MBA concentration in project management gives students the opportunity to add a solid foundation in this area as part of their degree program. In addition to direct enhancement of students' career readiness, the concentration can prepare interested students to pursue the Certified Associate in Project Management (CAPM)[®] or Project Management Professional (PMP)[®] credentials from the Project Management Institute (PMI)[®].

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

Degree Requirements

Required Courses

ACCT 510	Essentials of Financial Reporting	3.0
BLAW 510	Analyzing Legal Options in Decision-Making	3.0
BUSN 610	Strategic Career Management & Professional Development	3.0
or BUSN 611	Strategic Career Advancement for Professionals	
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 529	Strategic Management	3.0
MKTG 601	Marketing Strategy & Planning	3.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
POM 601	Operations and Supply Chain Management	3.0

Experiential Requirement

Select one course from the following:	3.0
BUSN 615	Graduate Internship
INDS T680	Special Topics in Interdisciplinary Business
INTB 790	International Business Seminar and Residency
MGMT 715	Business Consulting
MGMT 770	MBA Capstone
MIS 652	Business Agility and IT
MIS 653	Design Thinking for Digital Innovations
MKTG 627	Digital Marketing
ORGB 620	Leading Virtual Teams
ORGB 640	Negotiations for Leaders

SMT 621	Leadership in Sport Management	
TAX 715	Tax Experiential Learning	
Project Management Major Requirements		
PROJ 501	Introduction to Project Management	3.0
Select two of the following:		6.0
PROJ 502	Project Planning & Scheduling	
PROJ 510	Project Quality Management	
PROJ 515	Project Estimation & Cost Management	
PROJ 520	Project Risk Assessment & Management	
Free Electives		6.0
Total Credits		48.0

Sample Plan of Study

18-Month Plan of Study

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 MGMT 529	3.0
BSAN 601	3.0 FIN 601	3.0 PROJ 501	3.0 Experiential Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0		
ORGB 511	3.0 POM 601	3.0		
	12	12	6	6

Second Year

Fall	Credits Winter	Credits
Project Management Major Elective	3.0 Project Management Major Elective	3.0
Elective	3.0 Elective	3.0
	6	6

Total Credits 48

15-Month Plan of Study

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 Experiential Elective	3.0
BUSN 610 or 611	3.0 FIN 601	3.0 MGMT 529	3.0 Project Manager Major Elective	3.0
BSAN 601	3.0 MKTG 601	3.0 PROJ 501	3.0	
ORGB 511	3.0 POM 601	3.0 Elective	3.0	
	12	12	12	6

Second Year

Fall	Credits
Project Management Major Elective	3.0
Elective	3.0
	6

Total Credits 48

12-Month Plan of Study

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 Project Management Major Elective	6.0

BUSN 610 or 611	3.0 FIN 601	3.0 MGMT 529	3.0 Elective	3.0
BSAN 601	3.0 MKTG 601	3.0 PROJ 501	3.0 Experiential Electives	3.0
ORGB 511	3.0 POM 601	3.0 Elective	3.0	
12	12	12	12	12
Total Credits 48				

P24-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 BSAN 601	3.0 MGMT 529	3.0
ORGB 511	3.0 FIN 601	3.0 MKTG 601	3.0 Elective	3.0
6	6	6	6	6
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
POM 601	3.0 ECON 601	3.0 Elective	3.0 Elective	3.0
PROJ 501	3.0 Project Managemer Major Elective	3.0 Project Managemer Major Elective	3.0 Experiential Elective	3.0
6	6	6	6	6
Total Credits 48				

Program Level Outcomes

- Show prudence in project selection and initiation.
- Show competence and structure in project planning.
- Close a project by meeting scope, time, quality and other parameters.
- Consistently model high ethics and professional responsibility.

Sport Business MS

Major: Sport Business

Degree Awarded: Master of Science (MS)

Calendar Type: Quarter

Minimum Required Credits: 45.0

Classification of Instructional Programs (CIP) code: 52.0299

Standard Occupational Classification (SOC) code: 11-1021

About the Program

The MS in Sport Business is designed for individuals working in the sport industry and for those who are looking to make a career change to the industry. Graduates of the program are familiarized with management skills suitable to the broad spectrum of organizations falling within the sport industry. These organizations include professional sports teams and leagues, intercollegiate athletics, sport governing bodies, sport agencies, sport marketing and promotions firms, and other corporate sport enterprises.

This program was developed to meet the needs of professionals working in the sport management field who want to develop the broader skill set needed to advance and for those looking to shift to the field of sport business. The degree is ideal for those interested in the business side of sport as well as for athletic administrators and those who have an interest in sport business research.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

Degree Requirements

Business Core		
BSAN 601	Business Analytics for Managers	3.0
BUSN 501	Measuring and Maximizing Financial Performance	3.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
Sport Business Core		
SMT 601	Sports Industry Management	3.0
SMT 602	Sport Law	3.0
SMT 603	Sports Marketing	3.0
SMT 605	Sports Economics	3.0
SMT 606	Social Issues in Sport	3.0
SMT 608	Sport Media & Public Relations	3.0
Experiential Component		
Choose from one of the following:		3.0
INTB 790	International Business Seminar and Residency	
MGMT 680	Leading for Innovation	
MGMT 715	Business Consulting	
ORGB 640	Negotiations for Leaders	
SMT 621	Leadership in Sport Management	
SMT 630	Sports Industry Practicum	
Electives *		
Select 15.0 credits from the list below:		15.0
BLAW 646	Legal Issues in New Ventures	
ECON 650	Business & Economic Strategy: Game Theory & Applications	
FIN 601	Corporate Financial Management	
FIN 642	Business Conditions and Forecasting	
FIN 648	International Financial Management	
MKTG 601	Marketing Strategy & Planning	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
MKTG 622	Buyer Behavior Theory	
MKTG 630	Global Marketing	
MKTG 654	Corporate Brand & Reputation Management	
OPR 601	Managerial Decision Models and Simulation	
POM 610	Supply Chain Management I	
SMT 609	Sports Ticket Sales & Strategies	
SMT 612	Development & Fundraising Strategies in Sport	
SMT 615	Introduction to the College Sport Industry	
SMT 618	NCAA Compliance	
SMT 622	Labor Relations & Collective Bargaining in Sport	
SMT 626	Globalization of Sport	
SMT 635	Sport Facilities & Event Management	
SMT 650	Sports Contracts	
SMT T680	Special Topics in Sport Management	
STAT 610	Statistics for Business Analytics	
STAT 632	Datamining for Managers	
STAT 634	Quality & Six-Sigma	
Total Credits		45.0

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Additional Elective Options and/or a Graduate Minor are available, please see your academic advisor for more information.

Sample Plan of Study

First Year (Part-Time)

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 501	3.0 SMT 603	3.0 BSAN 601	3.0 Experiential Learning Requirement	3.0
SMT 601	3.0 SMT 605	3.0 SMT 602	3.0 Elective	3.0
	6	6	6	6

Second Year (Part-Time)

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
SMT 608	3.0 SMT 606	3.0 ORGB 511	3.0 Elective	3.0
Elective	3.0 Elective	3.0 Elective	3.0	
	6	6	6	3

Total Credits 45

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Note: Second Year Summer is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

Technology & Innovation Management MBA

Major: Technology and Innovation Management

Degree Awarded: Master of Business Administration (MBA)

Calendar Type: Quarter

Minimum Required Credits: 48.0

Classification of Instructional Programs (CIP) code: 52.0201

Standard Occupational Classification (SOC) code: 11-1021

About the Program

The technology and innovation management (TIM) MBA major provides you with the skills necessary to build competitive strategic intelligence in technology and innovation across a broad swath of businesses. Graduates with the TIM major will possess the skills well-suited for not only technology-focused companies and startups, but also consulting firms and employers in established industries that seek to take advantage of new technologies or are facing massive technological disruption.

A key strength of this major is to offer students with or without technological backgrounds the capability to understand and lead through management of innovation and technology in present-day organizations. The primary goal of the MBA in TIM is to provide pathways for students to become champions and leaders of organizational and technological innovation in their respective professions.

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Admission Requirements

Prior Academic Accomplishments: All coursework taken prior to application will be examined, paying particular attention to the specific courses that have been completed. Applicants should have attained

a minimum grade point average (GPA) of 3.0 (on a 4.0) scale for all undergraduate coursework completed.

Graduate Record Examination (GRE) or Graduate Management Aptitude Test (GMAT): Applicants are required to submit GRE or GMAT scores. Scores of more than five years old are not accepted.

Test of English as a Foreign Language (TOEFL): Applicants whose native language is not English and who have not already received a degree from a U.S. university must also submit scores from the Test of English as a Foreign Language (TOEFL).

Personal Statement/Essay: Each applicant must submit a personal statement. The personal statement should explain the applicant's educational and personal experiences that have influenced the decision to pursue an MS and should discuss the candidate's career plans and goals.

Letters of Recommendation: Two letters of recommendation must be submitted in support of the application. Applicants are strongly encouraged to seek recommendations from academics or other professionals who can assess the applicant's likelihood of success in the program.

Degree Requirements

Required Courses

ACCT 510	Essentials of Financial Reporting	3.0
BLAW 510	Analyzing Legal Options in Decision-Making	3.0
BSAN 601	Business Analytics for Managers	3.0
BUSN 610	Strategic Career Management & Professional Development	3.0
or BUSN 611	Strategic Career Advancement for Professionals	
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 529	Strategic Management	3.0
MKTG 601	Marketing Strategy & Planning	3.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
POM 601	Operations and Supply Chain Management	3.0

Experiential Requirement

Select one course from the following:	3.0
BUSN 615	Graduate Internship
INDS T680	Special Topics in Interdisciplinary Business
INTB 790	International Business Seminar and Residency
MGMT 690	Change Management Experiential Capstone
MGMT 715	Business Consulting
MGMT 770	MBA Capstone
MIS 652	Business Agility and IT
MIS 653	Design Thinking for Digital Innovations
MKTG 627	Digital Marketing
ORGB 620	Leading Virtual Teams
ORGB 640	Negotiations for Leaders
SMT 621	Leadership in Sport Management
TAX 715	Tax Experiential Learning

Technology & Innovation Management Major Requirements:

MGMT 603	Technology Strategy	3.0
Choose two of the following:		6.0
MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives	
MGMT 602	Innovation Management	
MGMT 604	Strategic Change Management	
MGMT 610	Artificial Intelligence in Strategic Decision Making	
MGMT 640	Strategic Human Resource Management	
MGMT 655	Knowledge Management	
MGMT 676	Sustainability and Value Creation	

MGMT 680	Leading for Innovation
MGMT 686	Strategy Implementation
MGMT 690	Change Management Experiential Capstone
MIS 641	MIS Policy and Strategy
MKTG 638	New Product Planning, Strategy, and Development
ORGB 602	Leading and Executing Change
ORGB 640	Negotiations for Leaders
Free Electives	6.0
Total Credits	48.0

Sample Plan of Study

18-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 MGMT 529	3.0
BSAN 601	3.0 FIN 601	3.0 MGMT 602	3.0 Experiential Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0		
ORGB 511	3.0 POM 601	3.0		
	12	12	6	6
Second Year				
Fall	Credits Winter	Credits		
Technology & Innovation Management Elective	3.0 Elective	3.0		
Elective	3.0 Technology & Innovation Managemer Elective	3.0		
	6	6		
Total Credits 48				

15-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 Elective	3.0
BSAN 601	3.0 FIN 601	3.0 MGMT 529	3.0 Experiential Elective	3.0
BUSN 610 or 611	3.0 MKTG 601	3.0 MGMT 602	3.0	
ORGB 511	3.0 POM 601	3.0 Elective	3.0	
	12	12	12	6
Second Year				
Fall	Credits			
Technology & Innovation Management Elective	6.0			
	6			
Total Credits 48				

12-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 ECON 601	3.0 Elective	3.0
BSAN 601	3.0 FIN 601	3.0 MGMT 602	3.0 Technology & Innovation Managemer Elective	6.0
BUSN 610 or 611	3.0 MKTG 601	3.0 MGMT 529	3.0 Experiential Elective	3.0
ORGB 511	3.0 POM 601	3.0 Elective	3.0	
	12	12	12	12
Total Credits 48				

24-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 BLAW 510	3.0 BSAN 601	3.0 MGMT 529	3.0
ORGB 511	3.0 FIN 601	3.0 MKTG 601	3.0 Elective	3.0
	6	6	6	6
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
POM 601	3.0 ECON 601	3.0 Technology & Innovation Management Elective	6.0 Elective	3.0
Technology & Innovation Managemer Elective	3.0 MGMT 602	3.0	Experiential Elective	3.0
	6	6	6	6
Total Credits 48				

Graduate Minor in Accounting

About the Graduate Minor

Accounting is the language of financial data. Whether you are an artist, pro athlete, restaurateur, or CEO of a nonprofit or fortune 100 company, having a basic understanding of accounting will equip you to make sound business decisions. Students develop skills and tools related to how economic events are captured in financial reports, use of financial information for decision-making, measuring and monitoring performance for strategic and operational planning, and how taxes impact decisions. The minor is intended for individuals who work in interdisciplinary teams and for those who need an understanding of accounting for their careers.

Admission Requirements

Open to current Drexel graduate students.

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Program Requirements

ACCT 510	Essentials of Financial Reporting	2.0
ACCT 601	Managerial Accounting	3.0
or ACCT 603	Strategic Cost Management	
TAX 660	Tax and Business Strategy	3.0
Please choose two (2) from the following list:		6.0
ACCT 606	Current Issues in the Accounting Profession	
ACCT 608	Government and Not-for-Profit Accounting	
ACCT 635	Strategy & the Master Budgeting Process	
ACCT 655	Data Analytics & Technology in Accounting	
ACCT 665	Financial Statement Analysis	
TAX 630	Corporate Taxation	
Total Credits		14.0

Graduate Minor in Business

About the Graduate Minor

The Business minor is designed for students who seek to apply essential business concepts in their chosen industry and/or occupation. This program draws from the existing courses in Drexel University's innovative, high-quality MBA program, which is recognized for its excellence and for its preparation of students for successful professional careers. The program is designed to emphasize the broad perspective of business concepts through innovative coursework and experiential learning.

Admission Requirements

Student must be a matriculated graduate student. Student may not be enrolled in the LeBow MBA Program.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Program Requirements

Required Courses		
ACCT 510	Essentials of Financial Reporting	2.0
MGMT 510	Business Problem Solving	3.0
MGMT 530	Managing and Leading the Total Enterprise	2.0
Pick 1 of the Following:		2.0

MKTG 510	Marketing Strategy	
STAT 510	Introduction to Statistics for Business Analytics	
Pick 1 of the Following:		3.0
ACCT 601	Managerial Accounting	
ECON 601	Managerial Economics	
FIN 601	Corporate Financial Management	
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	
ORGB 640	Negotiations for Leaders	
POM 601	Operations and Supply Chain Management	
Choose 1 Elective from the Following:		3.0
ECON 650	Business & Economic Strategy: Game Theory & Applications	
FIN 602	Advanced Financial Management	
INTB 620	International Business Management	
MGMT 715	Business Consulting	
MIS 632	Database Analysis and Design for Business	
MKTG 654	Corporate Brand & Reputation Management	
STAT 632	Datamining for Managers	
Total Credits		15.0

Graduate Minor in Business Analytics

About the Graduate Minor

The graduate minor in Business Analytics provides students with techniques including descriptive, predictive, and prescriptive analytics. These quantitative techniques can be applied to a variety of fields including engineering, finance, healthcare, marketing, and sports. The minor consists of four courses for a total of 12.0 credits.

Admission Requirements

The minor is open to all matriculated graduate students in any college at the university. This minor is not available to students pursuing an MS in Business Analytics.

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Program Requirements

BSAN 620	Data-driven AI for Management Decisions	3.0
or STAT 640	Predictive Analytics and Machine Learning	
MIS 612	Aligning Information Systems and Business Strategies	3.0
MIS 632	Database Analysis and Design for Business	3.0
Choose one of the following courses		3.0
BSAN 605	Data Visualization for Managers	
or BSAN 615	Data Visualization & Analytics	
ECON 550	Econometrics	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
OPR 601	Managerial Decision Models and Simulation	
STAT 630	Multivariate Analysis	
STAT 645	Time Series Forecasting	
Total Credits		12.0

Graduate Minor in Business Analytics Management

About the Minor

The graduate minor in Business Analytics provides students with a solid foundation in the management of business analytics techniques including, but not limited to, project management and decision-making. These management techniques can be applied to a wide variety of fields including engineering, public health, medicine, and finance. The minor consists of taking four courses that provide training in framing analytics problems, managing analytics projects, and effective communication of the results.

This minor is open to all matriculated graduate students in any college at the university. This minor is not available to students pursuing an MS in Business Analytics.

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Program Requirements

MIS 612	Aligning Information Systems and Business Strategies	3.0
Choose three (3) of the following courses		9.0
MIS 652	Business Agility and IT	
MIS 653	Design Thinking for Digital Innovations	
MGMT 602	Innovation Management	
MGMT 603	Technology Strategy	
MGMT 686	Strategy Implementation	
Total Credits		12.0

Graduate Minor in Change Leadership & Strategy

About the Graduate Minor

The Change Leadership and Strategy graduate minor will enable students to develop knowledge and skills in order to drive change in a variety of organizational and team based settings. The minor builds from courses to enable an understanding of both change generation as well as change execution. Students will learn applicable skills that cover both strategic management such as strategic thinking, managing innovation, and forecasting technological change as well as organizational behavior such as vision, communication, and motivation. This knowledge will engender a breadth and depth of practical skills that are directly relevant for leading change in a variety of organizations.

Admission Requirements

Open to any student enrolled in a graduate degree program.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Program Requirements

MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives	3.0
MGMT 604	Strategic Change Management	3.0
MGMT 690	Change Management Experiential Capstone	3.0

ORGB 602	Leading and Executing Change	3.0
Total Credits		12.0

Graduate Minor in Digital Supply Chain Management

About the Graduate Minor

Firms and their supply chains are being reshaped by innovative business models, emerging technologies, big data, and analytics. The graduate minor in Digital Supply Chain Management offers a unique combination of technically oriented managerial insights and training for the organizational challenges faced by the tomorrow's business leaders.

Admission Requirements

This minor is open to all matriculated graduate students in any college at the University. The graduate minor is not available to students pursuing the MS degree in Supply Chain Management & Logistics.

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Program Requirements

MGMT 660	Leading the Digital Supply Chain	3.0
POM 610	Supply Chain Management I	3.0
Choose two of the following courses		6.0
MIS 642	Emerging Information Technologies in Business	
MIS 653	Design Thinking for Digital Innovations	
ORGB 620	Leading Virtual Teams	
ORGB 640	Negotiations for Leaders	
POM 630	Transportation & Logistics Management	
POM 645	Supply Chain Analytics	
Total Credits:		12.0

Graduate Minor in Finance

About the Graduate Minor

A minor in Finance develops the ability to make strategic financial decisions and will enhance the skillset of students majoring in business analytics, economics, engineering, and entrepreneurship.

This minor is open to all graduate students in any college in the university. Students pursuing an MS in Finance cannot also pursue a minor in Finance.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Program Requirements

FIN 601	Corporate Financial Management	3.0
Select 3 from the following list		9.0
FIN 602	Advanced Financial Management	
FIN 605	Business Valuation	
FIN 610	Corporate Governance	
FIN 622	Financial Institutions & Markets	
FIN 624	Risk Management	
FIN 626	Investment Management	
FIN 635	Entrepreneurial Finance	

FIN 640	Mergers and Acquisitions
FIN 642	Business Conditions and Forecasting
FIN 648	International Financial Management
FIN 650	Derivative Securities
FIN 790	Seminar in Finance
FIN 794	Seminar in Investments
FIN T680	Special Topics in Finance

Total Credits 12.0

Graduate Minor in Health Administration

About the Graduate Minor

This graduate minor is designed for those pursuing graduate studies who are interested in finding a place in management in the health care industry, health policy, health care advocacy, non-profit organizations or other leadership roles in health care services or human services.

Admission Requirements

Students must be currently enrolled in a graduate program at Drexel University, be ready for the rigors of online coursework, receive approval from your program in which are enrolled and receive approval from the Health Administration Department since enrollment size is limited.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Program Requirements

Required Courses

HSAD 505	Ethical and Legal Issues in Healthcare Management and Policy	4.0
HSAD 530	Politics and Policy of Healthcare Resources	4.0
HSAD 540	Resources, Recruitment and Retention in Healthcare	4.0

Choose 1 of the following courses: 3.0-4.0

HSAD 525	National Health Expenditures
HSAD 550	Strategic Planning for Healthcare Administration
HSAD 561	Risk Management
HSAD 562	Group Dynamics & Leadership in Health Care Management
IPS 564	The Business of Healthcare

Total Credits 15.0-16.0

Graduate Minor in Leadership and Teams

About the Graduate Minor

The Leadership and Teams graduate minor will enable students to develop a deeper knowledge in organizational behavior and develop skills that they can put into practice as a leader and team member in a variety of settings and situations. Supplementing core technical knowledge, the minor will enable students' abilities to effectively lead and influence others as well as effectively function in a team. These skills are applicable to a variety of context and situations and are fundamental for success.

Admission Requirements

Open to any student enrolled in a graduate degree program.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Program Requirements

Required:

ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
Pick 2 - Supplemental Organizational Management Courses:		6.0
MGMT 640	Strategic Human Resource Management	
MGMT 670	Business Ethics	
ORGB 640	Negotiations for Leaders	
Pick 1 - Experiential Course:		3.0
MGMT 680	Leading for Innovation	
MGMT 715	Business Consulting	

Total Credits 12.0

Graduate Minor in Marketing

About the Graduate Minor

Graduate minors highlight Drexel's collaborative and interdisciplinary spirit by allowing students to take interrelated graduate-level courses outside of their major graduate program. This offers students the opportunity to enrich their chosen graduate field of study with supplemental knowledge and skills from the field of business and provide additional professional expertise.

Admission Requirements

Open to current Drexel graduate students.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Program Requirements

Required Courses:

MKTG 601	Marketing Strategy & Planning	3.0
Choose any 3 courses from the following list:		9.0
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
MKTG 622	Buyer Behavior Theory	
MKTG 624	Channels of Distribution Management	
MKTG 627	Digital Marketing	
MKTG 630	Global Marketing	
MKTG 634	Integrated Marketing Communications Management	
MKTG 638	New Product Planning, Strategy, and Development	
MKTG 652	Marketing Information Management and Research	
MKTG 654	Corporate Brand & Reputation Management	

Total Credits 12.0

Graduate Minor in Operations Research

About the Graduate Minor

Operations research is a discipline that develops and uses advanced quantitative methods for decision-making in business and engineering. Students in this minor will complete in-depth courses in stochastic

modeling, optimization, and simulation, including theory, algorithms, and applications.

This minor is open to all matriculated graduate students in any college in the university.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Program Requirements

Required Courses:

OPR 620	Operations Research I	3.0
OPR 622	Operations Research II	3.0
Complete 6.0 additional credits from the following:		6.0
ECES 811	Optimization Methods for Engineering Design	
ECES 812	Mathematical Program Engineering Design	
EGMT 573	Operations Research	
MATH 613	Stochastic Processes I	
MATH 614	Stochastic Processes II	
MATH 615	Topics in Stochastic Processes	
MATH 672	Methods of Optimization III	
OPR 601	Managerial Decision Models and Simulation	
OPR 624	Advanced Mathematical Program	
OPR 660	OR Models in Finance	
Total Credits		12.0

Graduate Minor in Project Management

About the Program

Project management focuses on the management of teams of people and other resources in the planning, design, execution, and implementation of various aspects of projects in practically every industry.

The Graduate Minor in Project Management (PMGM) is designed to support the growing need for project management graduate education. It provides students with the skills necessary for successful professional and leadership careers in the rapidly expanding field of project management.

The graduate minor in Project Management will provide a foundation for graduate education in project management and prepare interested students to pursue the Certified Associate in Project Management (CAPM)® or Project Management Professional (PMP)® credentials from the Project Management Institute (PMI)®.

All courses in the PMGM are offered online, twice each academic year, in alternating terms, except PROJ 501 - *Introduction to Project Management*, which is currently offered in the Fall, Winter, and Spring terms. The PMGM is open to Drexel graduate students in any discipline.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Admission Requirements

Applicants to the PMGM must:

- Currently be a Drexel student enrolled in a graduate-level program
- Be in good academic standing

- Have a cumulative graduate GPA of at least 3.00
- Submit the appropriate documentation signed off by the primary advisor
- A minimum grade of "B" (3.0) must be earned in each course in this minor for the course to be counted.

Program Requirements

Required Courses		6.0
PROJ 501	Introduction to Project Management	
PROJ 502	Project Planning & Scheduling	
Elective Courses		6.0
Six credit hours among the following courses		
PROJ 510	Project Quality Management	
PROJ 515	Project Estimation & Cost Management	
PROJ 520	Project Risk Assessment & Management	
PROJ 530	Managing Multiple Projects	
PROJ 535	International Project Management	
PROJ 540	Project Procurement Management	
PROJ 601	Project Leadership	
PROJ 602	Project Teamwork	
Total Credits		12.0

Graduate Minor in Sport Management

About the Graduate Minor

The graduate minor in Sport Management provides insight into foundational concepts and emerging trends within the sport business industry. The course content provides an educational experience directed toward developing the ability to apply knowledge and skills to the planning, design, implementation, and evaluation of sport programs, and to offer solutions to practical problems in the sport management field.

The minor is open to all matriculated graduate students in any college at the University. This minor is not available to students pursuing an MS in Sport Business.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Program Requirements

Required Courses:		
SMT 601	Sports Industry Management	3.0
SMT 602	Sport Law	3.0
SMT 605	Sports Economics	3.0
Choose one of the following:		3.0
SMT 603	Sports Marketing	
SMT 604	Sport Media & Technology	
SMT 606	Social Issues in Sport	
SMT 608	Sport Media & Public Relations	
SMT 609	Sports Ticket Sales & Strategies	
SMT 615	Introduction to the College Sport Industry	
SMT 621	Leadership in Sport Management	
SMT 622	Labor Relations & Collective Bargaining in Sport	
SMT 626	Globalization of Sport	

SMT 635	Sport Facilities & Event Management	
SMT 650	Sports Contracts	
Total Credits		12.0

Graduate Minor in Sustainable Operations Management

About the Graduate Minor

Sustainable Operations Management involves the design, analysis, and operations of waste-free manufacturing system. Students in this minor will develop a thorough understanding of decision-making within a manufacturing firm and a supply chain as a whole while learning the principles of six sigma through hands-on applications.

This minor is open to all matriculated graduate students in any college in the university.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Program Requirements

Required Courses

POM 610	Supply Chain Management I	3.0
POM 615	Supply Chain Management II	3.0

Elective courses **6.0**

Section A: Select one or two of the following courses.

ET 635	Engineering Quality Methods
ET 730	Lean Manufacturing Principles
MGMT 676	Sustainability and Value Creation
POM 642	Sustainable Supply Chain Management and Logistics
STAT 634	Quality & Six-Sigma

Section B: Select one of the following courses if only one course from Section A.

ECES 811	Optimization Methods for Engineering Design
EGMT 573	Operations Research
MATH 670	Methods of Optimization I
OPR 601	Managerial Decision Models and Simulation

Total Credits **12.0**

Graduate Minor in Taxation

About the Graduate Minor

Tax planning and consulting are essential for individuals and a wide variety of business entities. The minor in Taxation provides a strong foundation on the impact of taxes on personal and business decision-making, planning strategies to reduce tax burdens, implications for flow through entities (e.g., joint ventures, partnerships, LLCs and S Corporations), and the use of statutory, legislative, and judicial authority. The minor is intended for students who are looking for a better understanding of one of largest impacts on individuals' and businesses' cash flow and expenses.

Admission Requirements

Open to all current Drexel graduate students.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Program Requirements

TAX 611	Tax Research	3.0
TAX 645	Flow Through Entity Taxation	3.0
TAX 660	Tax and Business Strategy	3.0
Please choose one (1) from below list:		3.0

TAX 631	Advanced Corporate Taxation
TAX 675	Taxation of Multi-national Corporations
TAX 710	Accounting for Income Taxes
TAX 715	Tax Experiential Learning
TAX 790	Tax Policy Seminar

Total Credits **12.0**

Post-Baccalaureate Certificate in Business Analytics Management

Certificate Level: Graduate

Admission Requirements: Bachelor's degree or higher

Certificate Type: Post-Baccalaureate

Number of Credits to Completion: 12.0

Instructional Delivery: Online; Campus

Calendar Type: Quarter

Expected Time To Completion: 1 year

Financial Aid Eligibility: Not aid eligible

Classification of Instructional Program (CIP) Code: 30.7102

Standard Occupational Classification (SOC) Code: 13-1161

About the Program

This certificate enables students to understand how Business Analytics can support a firm's strategic objectives and value-creating processes. Students learn the importance of aligning analytics with business challenges and the key management frameworks that can be used to achieve such alignment.

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Program Requirements

Required Course

MIS 612	Aligning Information Systems and Business Strategies	3.0
Electives - select three courses		9.0
MIS 652	Business Agility and IT	
MIS 653	Design Thinking for Digital Innovations	
MGMT 602	Innovation Management	
MGMT 603	Technology Strategy	
MGMT 686	Strategy Implementation	
Total Credits		12.0

Sample Plan of Study

First Year

Fall	Credits Winter	Credits
MIS 612	3.0 MIS 652	3.0
MGMT 602	3.0 MGMT 686	3.0
	6	6

Total Credits 12

Post-Baccalaureate Certificate in Change Leadership & Strategy

Certificate Level: Graduate

Admission Requirements: Bachelor's degree or higher

Certificate Type: Post-Baccalaureate

Number of Credits to Completion: 12.0

Instructional Delivery: Online; Campus

Calendar Type: Quarter

Expected Time To Completion: 1 year

Financial Aid Eligibility: Not aid eligible

Classification of Instructional Program (CIP) Code: 52.0213

Standard Occupational Classification (SOC) Code: 11-1021

About the Program

Note - This program is not accepting applications.

The Change Leadership and Strategy Certificate will enable students to develop knowledge and skills in order to drive change in a variety of organizational and team based settings. The certificate builds from courses to enable an understanding of both change generation as well as change execution. Students will learn applicable skills that cover both strategic management such as strategic thinking, managing innovation, and forecasting technological change as well as organizational behavior such as vision, communication, and motivation. This knowledge will engender a breadth and depth of practical skills that are directly relevant for leading change in a variety of organizations.

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Program Requirements

MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives	3.0
MGMT 604	Strategic Change Management	3.0
MGMT 690	Change Management Experiential Capstone	3.0
ORGB 602	Leading and Executing Change	3.0
Total Credits		12.0

Sample Plan of Study

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MGMT 600	3.0 ORGB 602	3.0 MGMT 604	3.0 MGMT 690	3.0
	3	3	3	3

Total Credits 12

Post-Baccalaureate Certificate in Data Management for Business Analytics

Certificate Level: Graduate

Admission Requirements: Bachelor's degree or higher

Certificate Type: Post-Baccalaureate

Number of Credits to Completion: 12.0

Instructional Delivery: Online; Campus

Calendar Type: Quarter

Expected Time To Completion: 1 year

Financial Aid Eligibility: Not aid eligible

Classification of Instructional Program (CIP) Code: 30.7102

Standard Occupational Classification (SOC) Code: 13-1111; 13-1161; 15-0241; 15-2041

About the Program

Faced with enormous proliferation in sources and volumes of data, organizations must build a solid foundation for data management in order to guarantee their ability to create value. Through this certificate, students can master contemporary techniques for extracting, transforming and storing data as needed for efficient analytics.

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Program Requirements

Required Course

MIS 632	Database Analysis and Design for Business	3.0
Electives - select three courses		9.0
CT 620	Security, Policy and Governance	
INFO 590	Foundations of Data and Information	
MIS 624	Systems Analysis & Design	
MIS 635	Introduction to Hadoop and MapReduce	
Total Credits		12.0

Sample Plan of Study

First Year

Fall	Credits Winter	Credits
MIS 624	3.0 CT 620	3.0
MIS 632	3.0 MIS 635	3.0
	6	6
Total Credits 12		

Post-Baccalaureate Certificate in Digital Transformation

Certificate Level: Graduate

Admission Requirements: Bachelor's degree

Certificate Type: Post-Baccalaureate

Number of Credits to Completion: 15.0

Instructional Delivery: Online; Campus

Calendar Type: Quarter

Expected Time to Completion: 1 year

Financial Aid Eligibility: Not aid eligible

Classification of Instructional Program (CIP) Code: 52.0216

Standard Occupational Classification (SOC) Code: 11-9199

About the Program

The interdisciplinary post-baccalaureate certificate program in Digital Transformation, jointly offered by the LeBow College of Business and College of Computing & Informatics, prepares students to understand and work with technologies that are reshaping the way contemporary businesses operate and compete. Courses provide fundamental knowledge of the technological landscape, business applications, management, and strategic considerations.

This certificate can be combined with other certificates to create the Master of Science in Business Information Technology (MSBIT). Please see the College of Computing & Informatics' website (<https://drexel.edu/cci/academics/certificate-programs/graduate-certificate-digital-transformation/>) for more information.

Admission Requirements

The program is designed for students who have either a technical or business bachelor's degree from an accredited university with relevant work experience.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu or the College of Computing & Informatics at cciinfo@drexel.edu.

Program Requirements

MGMT 602	Innovation Management	3.0
MGMT 603	Technology Strategy	3.0
MIS 642	Emerging Information Technologies in Business	3.0
MIS 643	Digital Platform Management	3.0
MIS 653	Design Thinking for Digital Innovations	3.0
Total Credits		15.0

Sample Plan of Study

First Year

Fall	Credits Winter	Credits
MIS 642	3.0 MIS 643	3.0
MGMT 602	3.0 MIS 653	3.0
	MGMT 603	3.0
	6	9
Total Credits 15		

Post-Baccalaureate Certificate in Information Systems Development

Certificate Level: Graduate

Admission Requirements: Bachelor's degree

Certificate Type: Post-Baccalaureate

Number of Credits to Completion: 15.0

Instructional Delivery: Online; Campus

Calendar Type: Quarter

Expected Time to Completion: 1 year

Financial Aid Eligibility: Not Aid eligible

Classification of Instructional Program (CIP) Code: 52.1206

Standard Occupational Classification (SOC) Code: 25-1021

About the Program

The interdisciplinary post-baccalaureate certificate program in Information Systems Development, jointly offered by the LeBow College of Business and College of Computing & Informatics, enables students to analyze, design, and deploy information systems to meet world-class standards and align with contemporary business goals. Courses cover business agility, database management, and the latest approaches to development of information systems and application software. Courses provide both practical technical and business knowledge.

This certificate can be combined with other certificates to create the Master of Science in Business Information Technology (MSBIT). Please see the College of Computing & Informatics' website (<https://drexel.edu/cci/academics/certificate-programs/graduate-certificate-information-systems-development/>) for more information.

Admission Requirements

The program is designed for students who have either a technical or business bachelor's degree from an accredited university with relevant work experience.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu or the College of Computing & Informatics at cciinfo@drexel.edu.

Program Requirements

CT 630	Application Software Construction and Operation	3.0
INFO 540	Perspectives on Information Systems	3.0
INFO 605	Database Management Systems	3.0
MIS 624	Systems Analysis & Design	3.0
MIS 652	Business Agility and IT	3.0

Sample Plan of Study

First Year		
Fall	Credits Winter	Credits
INFO 540	3.0 CT 630	3.0
MIS 624	3.0 INFO 605	3.0
	MIS 652	3.0
	6	9
Total Credits 15		

Post-Baccalaureate Certificate in Information Technology and Management

Certificate Level: Graduate

Admission Requirements: Bachelor's degree

Certificate Type: Post-Baccalaureate

Number of Credits to Completion: 15.0

Instructional Delivery: Online; Campus

Calendar Type: Quarter

Expected Time to Completion: 1 year

Financial Aid Eligibility: Not aid eligible

Classification of Instructional Program (CIP) Code: 52.1206

Standard Occupational Classification (SOC) Code: 25-1021

About the Program

The interdisciplinary post-baccalaureate certificate program in Information Technology and Management, jointly offered by the LeBow College of Business and College of Computing & Informatics, provides a comprehensive understanding of the business applications and management of information technology. Students gain expertise in the contemporary digital environment, cloud technology, alignment of operations, risk assessment, and continuity planning.

This certificate can be combined with other certificates to create the Master of Science in Business Information Technology (MSBIT). Please see the College of Computing & Informatics website (<https://drexel.edu/cci/academics/certificate-programs/graduate-certificate-information-technology-management/>) for more information.

Admission Requirements

The program is designed for students who have either a technical or business bachelor's degree from an accredited university with relevant work experience.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu or the College of Computing & Informatics at cciinfo@drexel.edu.

Program Requirements

CT 500	Introduction to the Digital Environment	3.0
CT 600	Cloud Technology	3.0
CT 610	Disaster Recovery, Continuity Planning and Digital Risk Assessment	3.0
MIS 615	Aligning Information Technologies and Operations	3.0
MIS 625	Management of Information Technology Operations	3.0
Total Credits		15.0

Sample Plan of Study

First Year		
Fall	Credits Winter	Credits
CT 500	3.0 CT 600	3.0
MIS 615	3.0 CT 610	3.0
	MIS 625	3.0
	6	9
Total Credits 15		

Post-Baccalaureate Certificate in Information Technology Strategy & Execution

Certificate Level: Graduate

Admission Requirements: Bachelor's degree

Certificate Type: Post-Baccalaureate

Number of Credits to Completion: 15.0

Instructional Delivery: Online; Campus

Calendar Type: Quarter

Expected Time to Completion: 1 year

Financial Aid Eligibility: Not aid eligible

Classification of Instructional Program (CIP) Code: 52.1206

Standard Occupational Classification (SOC) Code: 25-1021

About the Program

The interdisciplinary post-baccalaureate certificate program in Information Technology Strategy & Execution, jointly offered by the LeBow College of Business and College of Computing & Informatics, is designed to train the next generation of digital strategists. Students learn to evaluate and manage technology projects, lead change, and ensure alignment between a firm's technology and business strategy.

This certificate can be combined with other certificates to create the Master of Science in Business Information Technology (MSBIT). Please see the College of Computing & Informatics website (<https://drexel.edu/cci/academics/certificate-programs/graduate-certificate-information-technology-strategy-execution/>) for more information.

Admission Requirements

The program is designed for students who have either a technical or business bachelor's degree from an accredited university with relevant work experience.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu or the College of Computing & Informatics at cciinfo@drexel.edu.

Program Requirements

MIS 612	Aligning Information Systems and Business Strategies	3.0
MIS 641	MIS Policy and Strategy	3.0
ORGB 602	Leading and Executing Change	3.0
SE 630	Software Engineering Economics	3.0
SE 638	Software Project Management	3.0
Total Credits		15.0

Sample Plan of Study

First Year		
Fall	Credits Winter	Credits
MIS 612	3.0 MIS 641	3.0
SE 630	3.0 ORGB 602	3.0
	SE 638	3.0
	6	9
Total Credits 15		

Post-Baccalaureate Certificate in Organizational Security

Certificate Level: Graduate

Admission Requirements: Bachelor's degree

Certificate Type: Post-Baccalaureate

Number of Credits to Completion: 15.0

Instructional Delivery: Online; Campus

Calendar Type: Quarter

Expected Time to Completion: 1 year

Financial Aid Eligibility: Not aid eligible

Classification of Instructional Program (CIP) Code: 11.0103

Standard Occupational Classification (SOC) Code: 15-1121;15-1122

About the Program

The post-baccalaureate certificate in Organizational Security provides broad knowledge on securing the business information infrastructure, cloud security, security policy, assurance, and forensics. Courses provide both practical technical and business knowledge.

This certificate can be combined with other certificates to create the Master of Science in Business Information Technology (MSBIT). Please see the College of Computing & Informatics website (<https://drexel.edu/cci/academics/certificate-programs/graduate-certificate-organizational-security/>) for more information.

Admission Requirements

The program is designed for students who have either a technical or business bachelor's degree from an accredited university with relevant work experience.

Additional Information

For more information about this program, visit the College of Computing & Informatics website. (<https://drexel.edu/cci/academics/certificate-programs/graduate-certificate-organizational-security/>)

Program Requirements

CT 605	Cloud Security and Virtual Environments	3.0
CT 620	Security, Policy and Governance	3.0
INFO 517	Principles of Cybersecurity	3.0
INFO 710	Information Forensics	3.0
INFO 712	Information Assurance	3.0
Total Credits		15.0

Sample Plan of Study

First Year		
Fall	Credits Winter	Credits
CT 620	3.0 CT 605	3.0
INFO 517	3.0 INFO 710	3.0
	INFO 712	3.0
	6	9
Total Credits 15		

Post-Baccalaureate Certificate in Predictive Business Analytics

Certificate Level: Graduate

Admission Requirements: Bachelor's degree or higher

Certificate Type: Post-Baccalaureate

Number of Credits to Completion: 12.0

Instructional Delivery: Online; Campus

Calendar Type: Quarter

Expected Time To Completion: 1 year

Financial Aid Eligibility: Not aid eligible

Classification of Instructional Program (CIP) Code: 30.7102

Standard Occupational Classification (SOC) Code: 13-1111; 13-1161; 15-2041; 15-2051

About the Program

Predictive analytics provides the tools that contemporary organizations need to create value from their vast collections of data. This certificate provides students with knowledge of programming, decision models, and the statistical techniques that are essential for unlocking patterns and trends from data.

Admission Requirements

This certificate is available to applicants possessing an earned Bachelor's degree from a fully accredited university or college. The program is designed to give qualified candidates the opportunity to enhance skills obtained from prior academic experience, or to acquire competence in predictive analytics.

Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Program Requirements

Required Courses		
MIS 636	Python Programming for Business Applications	3.0
OPR 601	Managerial Decision Models and Simulation	3.0
STAT 610	Statistics for Business Analytics *	3.0
STAT 640	Predictive Analytics and Machine Learning	3.0
Total Credits		12.0

* Substitute courses if STAT 610 completed previously. Students can take either STAT 628 or STAT 630

Sample Plan of Study

First Year		
Fall	Credits Winter	Credits
OPR 601	3.0 MIS 636	3.0
STAT 610	3.0 STAT 640	3.0
	6	6
Total Credits 12		

Post-Baccalaureate Certificate in Project Management

Certificate Level: Graduate

Admission Requirements: Bachelor's degree

Certificate Type: Post-Baccalaureate

Number of Credits to Completion: 12.0

Instructional Delivery: Online

Calendar Type: Quarter

Expected Time To Completion: 1 year

Financial Aid Eligibility: Aid eligible

Classification of Instructional Program (CIP) Code: 52.0211

Standard Occupational Classification (SOC) Code: 11-9199

About the Program

While project management has been around since the 1950s, the field has experienced an explosion of growth, both in the number of project managers being employed and in the expectations of the industry. Not only is work becoming more "projectized," but also more organizations are using project management to achieve business results. This requires a solid foundation in business fundamentals, communication, and leadership, as well as skills in program management and portfolio management.

The graduate certificate in Project Management is designed to support the growing need for project management graduate education. It provides students with the skills necessary for successful professional and leadership careers in the rapidly expanding field of project management and will prepare students to pursue their Certified Associate in Project Management (CAPM®) or Project Management Professional (PMP®) credential from the Project Management Institute (PMI®).

Admission Requirements

- Bachelor's degree from a regionally-accredited institution with a cumulative GPA of 3.0 or higher (graduate degree GPAs will be considered along with the undergraduate GPA). Applicants with a cumulative GPA below 3.0 may be considered.
- Official transcripts from all universities or colleges and other post-secondary educational institutions (including trade schools) attended. Instead of hard copy transcripts, you may email official electronic transcripts issued by a post-secondary institution directly to Drexel University Online. All transcripts must be supplied, regardless of the number of credits earned or the type of school attended. If all post-secondary institutions are not listed on the application, and then listed on transcripts received from other institutions, application processing will be delayed until the remaining transcripts are submitted. Use Drexel's Transcript Lookup Tool to assist you in contacting your previous institutions.

- Two letters of recommendation, professional or academic. Drexel University Online now accepts electronic letters of recommendation. If a recommender prefers to submit an original, hard copy letter of recommendation, please remind the recommender that it must be signed and submitted in a sealed envelope signed across the flap by the recommender.
- Personal Essay, of between 750-1000 words, describing your interest in the program. Specifically, discuss the following:
 - How the program relates to your previous educational activities
 - If changing course, why are you moving in a new direction with your educational goals
 - How the program relates to your current line of work
 - How you plan to apply the program to your future goals
- Resume
- International Students must submit a TOEFL score of 550 or higher. For more information regarding international applicant requirements, view the International Students Admissions Information page.
- An interview may be requested.

The Graduate Certificate in Project Management is also open to Drexel graduate students in any discipline who have a cumulative GPA of at least 3.0.

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Program Requirements

Required Courses		
PROJ 501	Introduction to Project Management	3.0
PROJ 502	Project Planning & Scheduling	3.0
Elective courses		
Six credit hours among the following courses		
PROJ 510	Project Quality Management	
PROJ 515	Project Estimation & Cost Management	
PROJ 520	Project Risk Assessment & Management	
PROJ 525	E-Tools for Project Management	
PROJ 530	Managing Multiple Projects	
PROJ 535	International Project Management	
PROJ 540	Project Procurement Management	
PROJ 601	Project Leadership	
PROJ 602	Project Teamwork	
PROJ 665	Managing Project Knowledge	
Other graduate-level courses, with approval of student's Academic Advisor and the Project Management program (must be a course number range of 501-799)		
Total Credits		12.0

Sample Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
PROJ 501	3.0 PROJ 502	3.0 Elective *	3.0 Elective	3.0
	3	3	3	3
Total Credits 12				

*

Other graduate-level courses may be taken with the approval of the student's Academic Advisor and the Project Management program. Courses must be 5XX or higher.

Post-Baccalaureate Certificate in Strategic Financial Management

Certificate Level: Graduate

Admission Requirements: Bachelor's degree

Certificate Type: Post-Baccalaureate

Number of Credits to Completion: 12.0

Instructional Delivery: Face-to-Face; Online

Calendar Type: Quarter

Expected Time to Completion: 1 year

*Financial Aid Eligibility: Aid eligible**

Classification of Instructional Program (CIP) Code: 52.0305

Standard Occupational Classification (SOC) Code: 11-3030

***The current plan of study for this program would not allow for federal financial aid (including Federal Direct Student Loans) since Department of Education requires a minimum of 4.5 credits per term for graduate courses and 6.0 credits per term for undergraduate courses.**

About the Program

The certificate in Strategic Financial Management (SFM) consists of four classes. Students develop skills and tools related to how economic events are captured in financial reports, use of financial information for decision-making, measuring and monitoring performance for strategic and operational planning, and how taxes impact decisions. Designed for professionals in any industry with at least three years of work experience, the certificate will prime you to be a strategic contributor.

Admission Requirements

Bachelor's degree or higher

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Program Requirements

ACCT 510	Essentials of Financial Reporting	3.0
FIN 601	Corporate Financial Management	3.0
Select two (2) of the following		6.0
ACCT 635	Strategy & the Master Budgeting Process	
ACCT 665	Financial Statement Analysis	
FIN 602	Advanced Financial Management	
TAX 660	Tax and Business Strategy	
Total Credits		12.0

Sample Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	3.0 FIN 601	3.0 Elective	3.0 Elective	3.0
	3	3	3	3
Total Credits 12				

Post-Baccalaureate Certificate in Uncovering Insights with Business Analytics

Certificate Level: Graduate

Admissions Requirements: Bachelor's degree

Certificate Type: Post-Baccalaureate

Number of Credits to Completion: 12.0

Instructional Delivery: Online; Campus

Calendar Type: Quarter

Expected Time to Completion: 1 year

Financial Aid Eligibility: Not aid eligible

Classification of Instructional Program (CIP) Code: 30.7102

Standard Occupational Classification (SOC) Code: 13-1111; 13-1161; 15-2041

About the Program

In this certificate, students learn how to frame and present insights from analytics to the broader organization. The benefit of analytics is realized when it is integrated with organizational culture, and techniques such as visualization, story telling and mapping are used to communicate findings cogently and clearly to decision makers.

Admission Requirements

This certificate is available to applicants possessing an earned Bachelor's degree from a fully accredited university or college. The program is designed to give qualified candidates the opportunity to enhance skills obtained from prior academic experience, or to acquire the ability to uncover insights with business analytics.

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

Program Requirements

Required Courses		
BSAN 615	Data Visualization & Analytics	3.0
STAT 610	Statistics for Business Analytics	3.0
Electives - select two courses *		6.0
MKTG 601	Marketing Strategy & Planning	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
Total Credits		12.0

Sample Plan of Study

First Year		
Fall	Credits Winter	Credits
STAT 610	3.0 BSAN 615	3.0
Elective	3.0 Elective	3.0
	6	6
Total Credits 12		

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